SOUVENIR EDITION

SOUVENIR EDITION
20 Pages
SECTION 1

THE BEACH NEWS

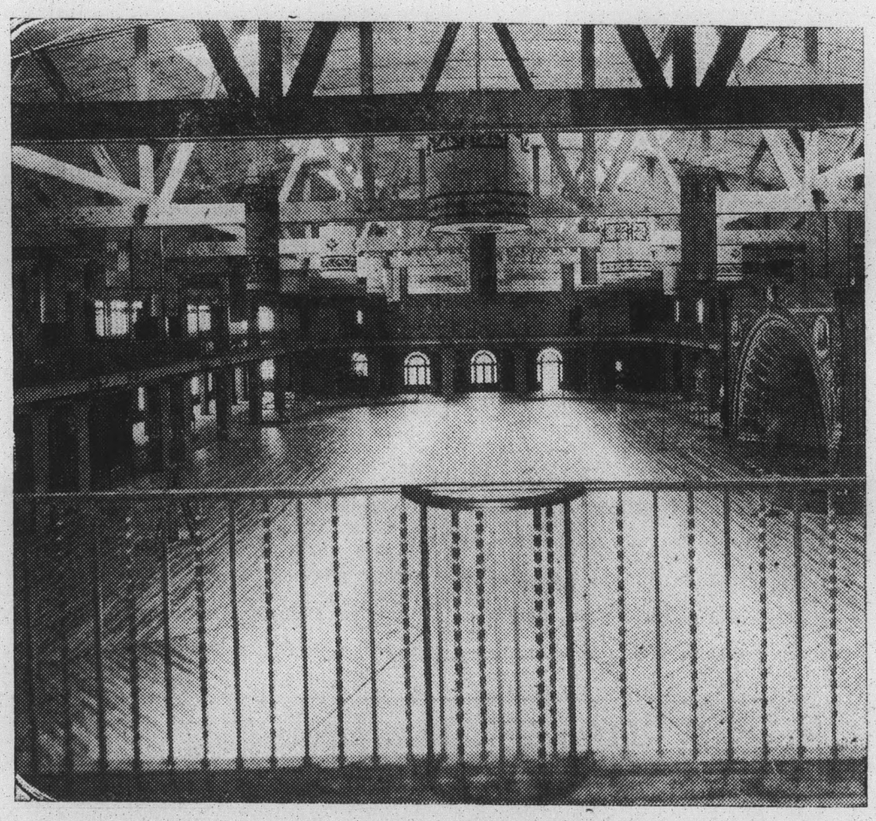
Always Boosting Mission Beach, Ocean Beach, Pacific Beach and Point Loma

KIRK SMITH
Editor-Publisher
4829 Saratoga Avenue
Ocean Beach, Calif.
Phone Point Loma 17

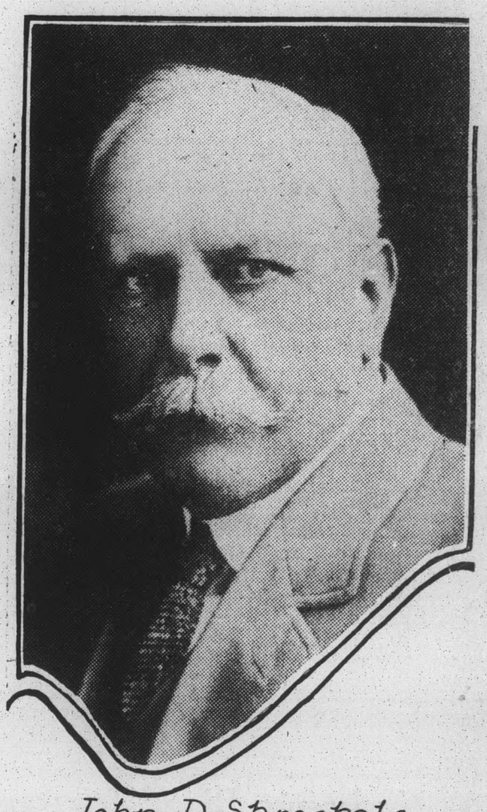
THIRD YEAR—No. 27 | Saturday, May 30, 1925 | Price, Ten Cents

Grand Inaugural Mission Beach

Claus Spreckels'
Pres. and Gen. Mgr.
Mission Beach Co.



THE MAGNIFICENT CASINO AT MISSION BEACH AMUSEMENT CENTER



John D. Spreckels
Pres. J.D. & A.B. Spreckels
Securities Co.

HERBERT S. BURNS

General manager of amusements and concessions for the Mission Beach company.

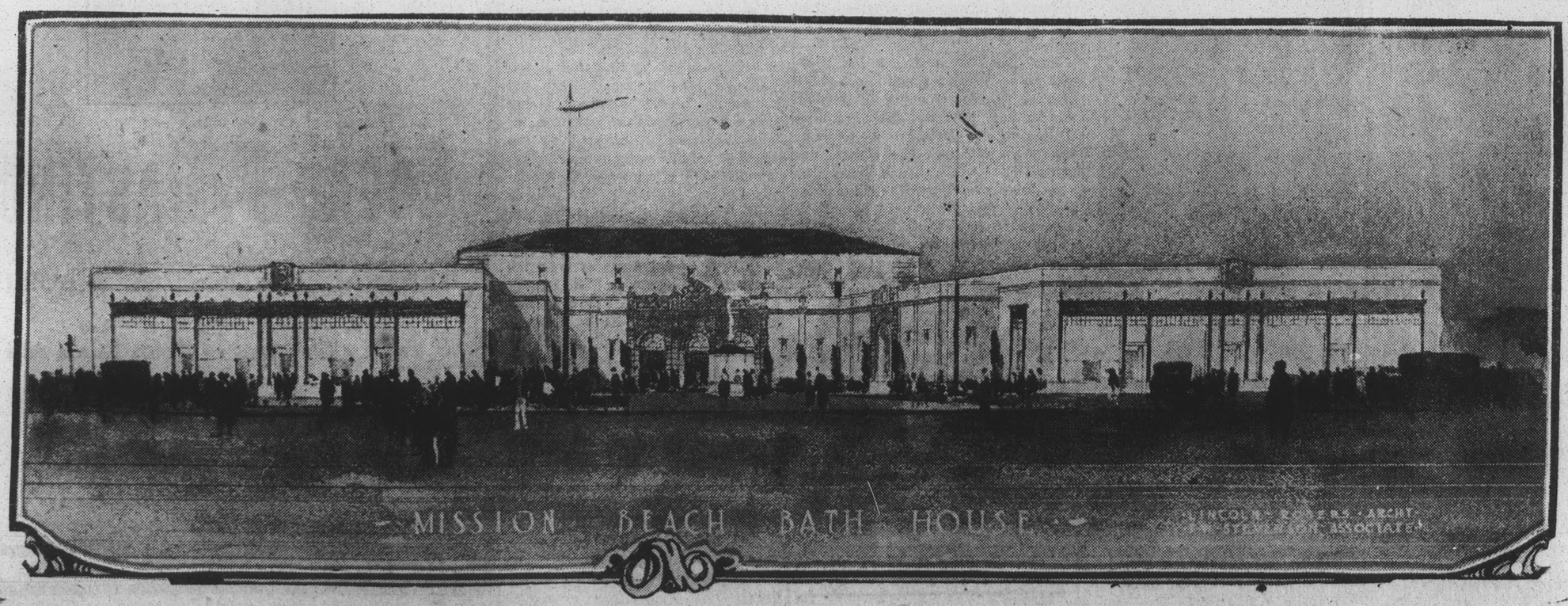
NEIL E BROWN

Assistant General Manager of the Mission Beach Company, under whose immediate supervision came the many details in connection with the Mission Beach project.

THOMAS A. RIFE

GEORGE L. BARNEY

An exceptionally progressive and popular pair of Mission Beach realty promoters, who eclipsed all selling records in San Diego by their remarkable sales of over 1,800 lots on the wonderful peninsula of enchantment "twixt bay and spray."



Swim In Your Own Bathing Suit

The real joy of a swim is greatly enhanced by a BATHING SUIT that meets your own individual demands—a suit that is your very own and not worn by "Tom, Dick and Harry." We are showing a splendid selection of the latest models and colors at LION popular prices.

✦ ✦ ✦

See the New
"JANTZEN"
RACING SUITS
AT
$6.50

Light in weight and cut to permit the maximum of freedom in your swimming movements.

Jantzen Knitting Mills

"LION" CLOTHING CO.
Southeast Corner Fifth and "E"

Enormous Expenditure Eliminates Grade Crossings

TRIPLE-DECK CROSSING ASSURES HIGHWAY SAFETY ON BEACH ROADS

One of San Diego's most vexing traffic problems was solved by the construction of a triple crossing in the northwestern part of the city at a point where the state highway and the San Diego Electric Railway line formerly crossed the tracks of the Santa Fe Railway.

Due to the recent rapid development of the Point Loma, Ocean Beach and Mission Beach districts, traffic had increased to such an extent that the grade crossing presented a positive menace to life and property. When the traction company decided to extend its lines to La Jolla two years ago, the elimination of this dangerous crossing was one of the first questions taken up. The Santa Fe Railway promptly indorsed the plans of Claus Spreckels, vice-president and general manager of the San Diego Electric Railway company.

The project was started last August and was finished within seven months. Its cost was nearly $400,000, the larger part of which was borne by the traction company.

Whereas the electric company's line and the automobile highway formerly crossed the railroad tracks at grade, street cars now are carried over the Santa Fe right-of-way on a viaduct nearly 1000 feet in length, and vehicular traffic goes under the railroad tracks, which remain at grade. A reinforced concrete bridge for railroad trains spans the automobile subway, and a 110-foot steel span connecting the two halves of the viaduct carries the street car line overhead.

Construction of this three-tier grade separation has resulted in marked speeding-up of schedules for both rail lines, and for automobile traffic. Of more importance, however, is the elimination of the deadly grade crossing that formerly existed.

SUCCESS AND PROSPERITY
To the
Mission Beach Amusement Co.

Ye Golden Lion Tavern

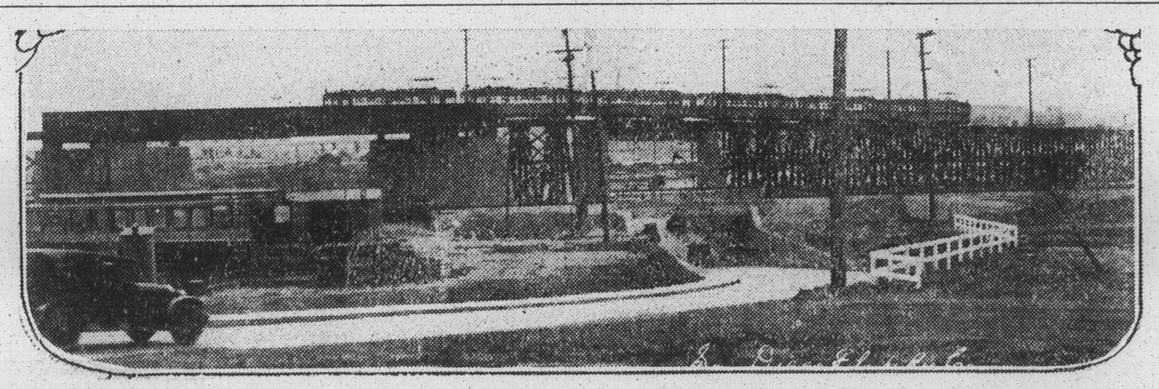
San Diego's
Famous Eating Place

Fourth and F Streets — San Diego, California

LOUIS H. PROVOST, Prop.

Exchange Blood for Learning

Left to right are Lee Cornell, Hershel Heath, Buell Hunter, Walter Woods and Harold Beams, students at Fairmount college, Wichita, Kans., who have found a rather extreme means of paying their way through college. Unable to earn enough at odd jobs to carry them along, they decided to sell their blood, being paid $25 a pint, which is half as much as professional blood-sellers command. Their blood has been the means of saving several lives, and also has been used for experimental purposes at the city bacteriological laboratory.



Civic Center Planned at Ocean Beach

✦ ✦ ✦

The first Neighborhood Civic Center is being planned for Ocean Beach, covering two entire bdocks. The idea is to have a school, park, playground, library and auditorium in the Civic Center. The plan as drawn up provides for beautifying the center by surrounding it with a border of trees, shrubs and hedge, together with other parking features on the grounds.

It is proposed to raise $20,000 in Ocean Beach by a district bond issue to purchase a full block of land adjoining the elementary school. At a recent public meeting, called by the Ocean Beach Chamber of Commerce with the co-operation of the Women's Club and P.-T. A., the proposal was unanimously approved. On the same evening the Board of Education, as its part toward the development of the Ocean Beach Civic Center, voted to purchase all of the land not now owned by them in the block in which the school is located, provided this can be procured at a reasonable appraisal.

For years Ocean Beach has been seeking to procure a municipal playground. Not succeeding in getting one through the city, they are now attempting to procure it through their own efforts. The several organizations at the Beach have also been interested in procuring a community house and a new branch library.

The organizations of Ocean Beach, in urging support of the Civic Center project, point out that the cost of purchasing land at the present time, when it is only slightly improved, is declared to be a picayune compared to what the cost would be a few years hence when the land would be covered with buildings. Present growth indicates that in a few years there will be a house on every lot. The expense to property owners now will be returned manyfold in the added value of Ocean Beach property and in the greater attractiveness of Ocean Beach as a place in which to live and bring up children.

✦ ✦ ✦

OCEAN BEACH ASSISTED BY COMMUNITY SERVICE

The idea of the neighborhood civic center in Ocean Beach was first suggested by the Community Service of San Diego nearly two years ago. At that time it was proposed that the playground, community house and library be not developed separately, but that they be brought together at the elementary school, in order that by grouping the facilities the greatest service might be rendered at the least cost. Seven months ago the Community Service procured $2000 from the Harmon Foundation, a national organization devoted to the object of helping cities procure playgrounds, as a gift toward the Ocean Beach Civic Center. The Ocean Beach Chamber of Commerce was asked to consider plans for securing sufficient additional money to purchase at least two acres of land, the minimum amount required by the Harmon Foundation. It was first agreed to raise $4000 in Ocean Beach to make a total of $6000. Then, after successive local meetings at which the subject was thoroughly discussed, the people of Ocean Beach expressed the desire for the larger project. The Community Service presented the matter to the library board, the board of education and the city planning commission, securing the co-operation of these bodies in the general plan. Official action is now awaited upon a petition recently presented asking the city council to call a district bond election.

We Do PRINTING of Every Description.

Subscribe for "The Beach News," $1 a Year

BACK TO HIS SCHOOL

Bayard Dodge, millionaire philanthropist and son of the late Cleveland H. Dodge, sailing from New York to arrive in Syria for annual commencement day exercises of the American University of Beirut, of which he is president. Mr. Dodge has been helping to raise the $2,500,000 operating fund needed for carrying on work in the five colleges in the Near East during the next five years.

Subscribe for "The Beach News."

NO TIME FOR SOCIETY

Too busy for society, Miss Mary Van Casteel, 18-year-old Washington girl, is chairman of the students' council of the National Woman's party which is offering a prize of $100 for the best essay written by a college student on "Equal Rights for Men and Women." Besides this, Miss Van Casteel is studying political science at George Washington university preparatory to the diplomatic examinations, and holds down a job as a librarian, too.

A. G. KINGSBURY REALTY CO.
OCEAN BEACH · SAN DIEGO CALIFORNIA

"Million Dollar View" Home-site Specialists.
Cor. Del Monte ave. and Car line

EDGAR F. HASTINGS

GENERAL CONTRACTOR & BUILDER

16 Years a Resident of Point Loma and Has Built Some of the

Finest Homes in This District

Residence: Pt. Loma 258-W — Office: Hillcrest 3740

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20 Pages
SECTION 2

THE BEACH NEWS

Always Boosting Mission Beach, Ocean Beach, Pacific Beach and Point Loma

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Phone Point Loma 17

LINCOLN ROGERS
Architect, who prepared the plans for the principal units of the Mission Beach Amusement Center.

MISSION BEACH

FOX-TROT

WORDS AND MUSIC BY

HERBERT S. BURNS

DEDICATED TO

MISSION BEACH AMUSEMENT CENTER

Near San Diego in a peppy California town,
There is a garden spot where amusements can be found;
It lies beside the ocean, it's so peaceful and so grand,
It is a paradise for us, and known all o'er the land;
Hip! Hip! Hooray, you hear us say, come out and spend the day.

REFRAIN

Mission Beach we love you dearly,
We have waited long for you;
You're the finest place in all the world,
Born on the western sea;
You welcome all to land of sunshine,
Where happiness and joy is found;
Hail! Hail! the gang's all here,
At Mission Beach, near San Diego Town.

Bonita Bay is there to stay; it's water tinted blue,
The distant mountain background a million dollar view;
The Esplanade along the ocean front, none can compare,
Where ocean breezes gently blow and drives away all care;
A great joy zone that makes you young, you fairly shout with glee.

Published by THEARLE MUSIC CO., San Diego, Calif.

C. G. WIECKING
Manager of the Wurster Construction company of San Diego, who supervised building the Mission Beach bathhouse and dance pavilion.

Mission Beach News Notes

• • •

By MRS. F. G. GREENFIELD
726 Ormond Court

Special Representative
For "The Beach News"

Mr. and Mrs. A. K. Kline of E. S. D. had a beach party last Sunday evening. A wiener and marshmellow roast kept the bon fires burning bright helping the guests to catch the smelt that rolled up on the shore—over 100 pounds was secured by the party. A most uncommon and rare fish was also caught—thought to be the "Corbena" when prepared for the table was found quite a delicacy. Those present were Mr. and Mrs. E. L. Andrews, Mr. and Mrs. A. Dragoo, Mrs. Gladys Swedell and daughter Marjory Ellen, Jim H. Braley and Mr. and Mrs. A. K. Kline.

Mr. and Mrs. Fred J. Kaywood have opened a neat little dry goods store at 733 Redondo court.

Mr. and Mrs. Wm. Canby of Pacific Beach are building a new home on Houlon court.

Mrs. Alma Warner of Sun Set court and Bayside walk, has gone to Santa Barbara to visit her friend Mrs. Stephens there.

Mr. and Mrs. J. A. Harris had as their week end guests, Mr. and Mrs. John Tong of Los Angeles.

Mr. and Mrs. Frank Wills are opening a new shop in our midst. A fine delicatessen and light lunch stand at 3846 Mission boulevard.

Mr. and Mrs. Lafe Meyers formerly of El Paso, Arizona and prominent in business and social life there, are enthusiastic guests of San Diego and particularly Mission Beach. They are visiting their friends the J. D. McCoys on Pismo Court.

Mrs. Arthur Lindeke, prominent in the social life of St. Paul, Minn., where Mr. Lindeke is associated with the Warner Dry Goods wholesale firm, has arrived with her four children to spend the summer on Misson Beach.

Mrs. L. E. Anderson of Los Angeles nee Margaret Evans formerly of the Broadway Strand Players, is visiting her parents Mr. and Mrs. W. S. Hunt of 813 Ostend court.

Mrs. Ralph C. Blake of Newport court entertained in honor of her guest, Mrs. Jewel Churchhill Levering, prominent in musical circles in San Francisco. Those present to the luncheon were as follows, Mrs. Wm. Meyers, Mrs. Trammell, Mrs. W. S. Hunt, Mrs. J. C. Levering, Mrs. J. A. Harris, the hostess Mrs. R. C. Blake.

Mr. Jimmie Warner and Mr. Striken are going to open a new plumbing shop soon.

The "U. C. T.'s" had a grand and glorious outing last Friday evening on the Ocean board walk. Near the old Bath House, large spot lights placed on one of the store buildings made night into day. Large bonfires for the bathers, 2 radios with loud speakers provided fine music and entertainment fo rthe crowd. Hot sandwiches an dcoffee cheered the merrymakers. Dancing along the board walk made a pretty sight.

Mrs. Harry Buckle of Portsmouth court has gone to visit her mother in Canyon City, Colo.

Mr. Paul Lorzeaux, Mr. Ray Challand, Mr. Frank Thompson and Mr. William Loizeaux were guests of Mr. W. C. Huff at his restaurant for a stag party and chicken dinner last week.

Mr. Max Alexander, formerly with the Owl Drug Co., is now associated with the West Coast Drug Co. on Mission boulevard, where he will be pleased to see old friends and patrons and meet new ones.

Gordon Lowrence of Hollywood and filmland, visited his parents, Mr. and Mrs. A. J. Lawrence last week end, at their home on Straudway.

Mr. and Mrs. A. J. Lawrence and daughter Dorothy, drove to Los Angeles last week.

Dr. and Mrs. Frank E. Lush of Manhattan court are the proud grandparents of a baby boy born their son and daughter Mr. and Mrs. Harold Lush of Los Angeles.

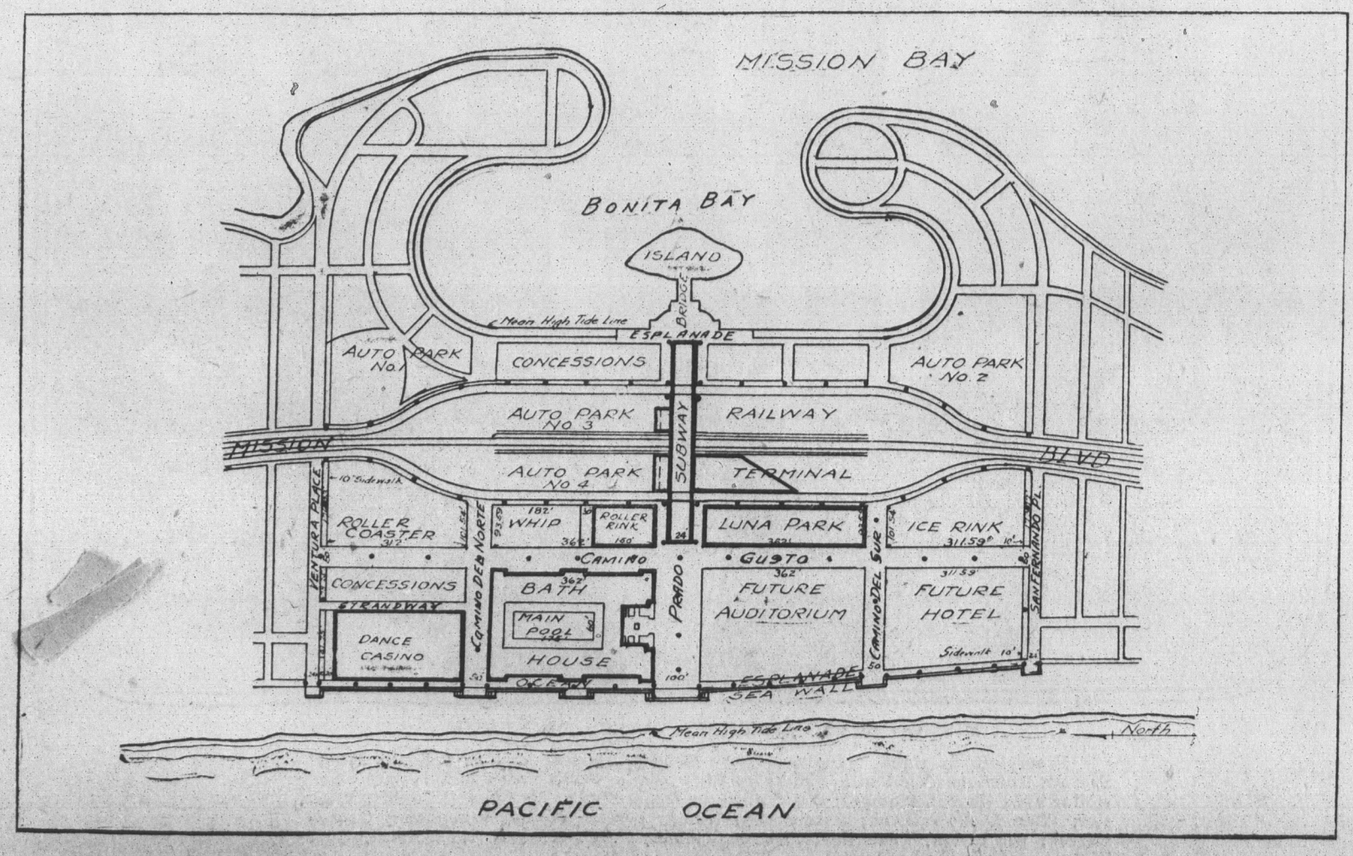
INAUGURAL PROGRAM
OFFICIAL OPENING
Mission Beach Amusement Center

Saturday, May 30, 1925

MORNING

Bath House Inspection by Public
Plunge Facilities Open for Patronage
Surf Board Riding and Ocean Sports
Music and Dancing in Casino
Skating Frolic in Roller Rink
Public Review of Great Joy Zone

Welcome!!



H. A. KUEHMSTED
Chief engineer of the Mission Beach company, who supervised the construction of the Amusement Center.

Mission Beach Notes

New Platforms are being placed at the street car stops, for a convenience to patrons and safety zone marks on pavement at such places along M. boulevard.

Mrs. Willis Dorestchman of Denver Colorado, is visiting her sister Mrs. A. J. Lawrence of 3735 Straudway. She is planning on making her permanent home here in San Diego.

Mr. Patterson of Williams, Arizona, Mr. F. McCabe fomerly of St. Paul, Minnesota, visited the J. D. McCoy's last week.

Mr. and Mrs. W. Bowles of Lemon Grove vsited the Beach last Sunday.

SPECIAL TRAINS TO OPERATE TO AND FROM BEACH DISTRICTS

Splendid transportation facilities between San Diego and Mission Beach,, and to other points along the marine section, will be provided by the San Diego Electric Railway company during the summer season.

Special trains of from two to six cars will be operated as the occasion requires, the trains leaving Third and Broadway and making the run to Mission Beach in little more than 20 minutes.

At Mission Beach passengers will alight at the new terminal, pass into the subway connecting the Amusement Center with Bonita Bay, and from which point it is but a few steps to the ocean or bay side of the resort.

CONTRACT AWARDED FOR SURFACING BRIDGE

Held up some time for investigation, an ordinance letting the contract for the surfacing of Mission bay bridge to the Gilmore Oil company was passed by the city council this week on recommendation of City Manager Rhodes.

The Gilmore company, which was the lowest of several bidders, agreed to do the work for 6 cents per square foot. Oil and screenings are to be used.

SUCCESS ACHIEVED BY STANDARDIZATION IN BUILDING CONSTRUCTION

Baldwin Brothers, the well known building contractors, who specialize in their famous "Baby Grand" bungalows, attribute the greater share of their pronounced success to their system of standardization and quantity production. They announce their specialization in three styles of homes, suitable in price to the person of modest means, yet affording construction of excellent quality and very desirable in appearance. In the residential sections at the beaches they have erected twenty-six houses recently, and have contracts for the building of several more. The Baldwin Brothers have constructed one of their model houses on University avenue at Kansas street, where the public is invited to make a tour of inspection week days and Sundays at hours as advertised in their display announcement in this Souvenir Edition.

REPUTATION IS REPTITION

Persistent advertising is a reputation builder for any business man.

Keeping your name steadily before people impels them to think of your business.

MISSION BEACH PLAYGROUND

Dedicated to the people of San Diego

Build With

VITRIFIED PRODUCTS CORPORATION

"Cordruff" Brick

or

Hollow Tile

And You Will Save Money Have a Fire Proof, Damp Proof, Permanent Building

VITRIFIED PRODUCTS CORPORATION

North San Diego, Calif. Phone, Hilcrest 3092

OFFICIAL OPENING

Mission Beach Amusement Center

Saturday, May 30, 1925

INAUGURAL PROGRAM—Continued

AFTERNOON

General Inspection of Bath House.
Public Participation in New Plunge.
Ocean Sports and Surf Bathing.
Special Music by Symphonic Orchestra.
Dancing and Refreshments in Casino.
Exhibition Skating in Roller Rink.

MAIN 4055

ALL MAKES

Typewriters

ADDING MACHINES AND SUPPLIES

Sold—Rented—Repaired—Exchanged

AMERICAN TYPEWRITER EXCHANGE, Inc.

909 Third Street, San Diego, California

J. WILBER KYLE

Manager M. B. Bath House

(Portrait to the right)

PUBLIC SCHOOL PROTECTIVE LEAGUE ISSUES IMPORTANT STATEMENT

The Public School Protective League has issued the following statement to its members:

It should be thoroughly understood that physical examinations and medical treatment of preschool age children, although urged, sanctioned and recommended by local, state and federal bodies, are not compulsory. No law of the State backs the widespread movement of the political forces now seeking control of the preschool children, but unless the tendency to place more and more power in matters of physical examinations and treatment of school children in the hands of public health administrators, is curbed, Californians may find themselves at no distant date in the position of accepting State medicine. Would this be any more acceptable than state prescribed religion? It is only a step from one concession to another, and what today may appear to be a fine privilege, a public benefaction, solicitous, kindly supervision; a lifting of the expense and burden from parents, may, by a few turns of the wheel of some future pro-medical Legislative body, be resolved into LAW—law compelling all parents to submit the care of the bodies of all school children, and perhaps their own, to the control of whatever particular school of medicine may have then gained the reins of governmental power.

Wholesale physical examinations and medication at best may be decidedly superficial, inefficient and perhaps dangerous. School diagnoses, given hurriedly and wholesale, are often erroneous. School funds appropriated for the purpose, while already a heavy burden on the taxpayers, are undoubtedly inadequate to employ the highest specialized talent, and to guarantee the thoroughness and accuracy of diagnosis, operation and treatment which such paternalistic service should insure.

The Public School Protective League of Los Angeles holds that the persistent attempts being made to place the physical welfare, as well as the mental cultivation, of the rising generation under the control of municipal or State institutions tends to weaken and undermine the platforms of democracy and individuals rights upon which American citizenship is founded.

!Continued to column 6

Installation of All Mechanical and Sanitary Equipment for

BATH HOUSE—DANCE CASINO

And Subway Comfort Stations

At Mission Beach Amusement Center by

FRED A. HEILBRON

Plumbing and Heating

1446 FIFT HSTREET PHONE 632-53

Get Our Prices On Your Job

JACK LUMLEY

Manager M. B. Dance Casino

(Portrait to the left)

(Continued from column 1)

Those parents who shunt the responsibility for their child's health and general welfare to public institutions may reap the fruits of such shirking when, in the years to come, the child realizes that perhaps in his youth he did not have that individual care to which he was entitled, and asks the parents, WHY did you deny me my birthright?

OPPORTUNITY OFFERED FOR LEARNING FOLK DANCING

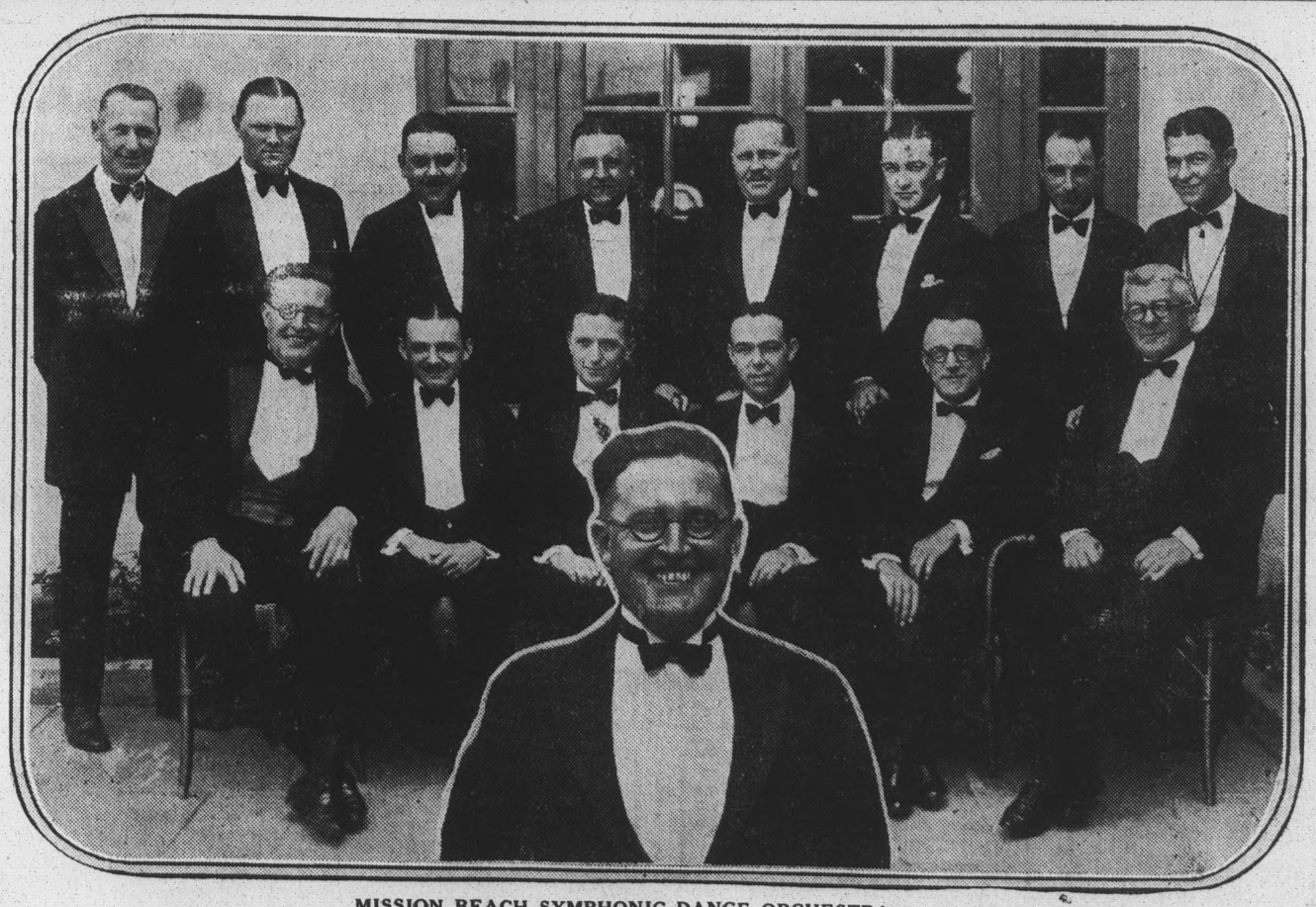
A week of unusual opportunity to those who are interested in folk dancing and American Country dancing will be the second week in June, when Miss Elizabeth Burchenal, internationally known expert in folk dancing will conduct classes in San Diego.

Many registrations for both the afternoon and evening classes have been received by Community Service, some from individuals who are taking the work for their own pleasure or to aid in teaching and some from groups who are sending one of their leaders to take the course.

The group plan is interesting clubs, parent-teacher associations, state societies, and other groups because it offers them an opportunity to profit by Miss Burchenal's work in their recreational activities during the coming year. The interest in folk dancing and country dancing for men and women as well as children has been steadily increasing during the past year through the work of Community Service in various neighborhoods.

Hitherto unpublished material together with some of the best of the popular folk dances will be taught by Miss Burchenal. The marvelous technique which she has developed through years of study and teaching will enable her to give a great deal in a short time.

Registrations are still being received at the Community Service office, phone 622-25.



MISSION BEACH SYMPHONIC DANCE ORCHESTRA

From left to right, standing—Larry Shields, clarinet and saxophone; "Red" Sperow, trombone; Vic Smith, piano; Irv Riley, piano; Floyd Reese, banjo; Carl Allen, violin; Fred Groves, trumpet; Lee Stall, saxophone. Sitting, left to right—Cliff Webster, "San Diego's Own"; Forrie Ray, trumpet; Wm. Bowles, saxophone; George Carroll, percussion; John Schreiber, saxophone; F. C. Kendall, tuba. Inset, Cliff Webster registering happiness.

ABOUT PRINTING PRICES

All job printing by "The Beach News" carries the Union Label and all estimates are made in accordance with the Franklin Price List, our prices for standard printing being precisely the same as any Union office in the city. Quality and service unexcelled. Give us a trial. Phone Point Loma 17.

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FABER'S

CASH AND CARRY NO. 4

MISSION BOULEVARD

Next to Mission Beach Postoffice

We Carry a General Line

GROCERIES and MEATS

"It's Our Pleasure to Please"

MISSION BEACH

Written for "The Beach News"

By WINIFRED DAVIDSON

Of old it lay without a name—unplaced—
Vast home for pelicans and gulls and loons.
Down every wind went drifting wide white dunes
Which every other shifting wind effaced.
What ages, who shall say, its high tides laced
Thin ribbons of gray spume, while afternoons
Wore lazily to sunsets; and while ancient moons
Arose and set above this empty space?
Here marked perhaps some wanderer's camping-ground;
Here stood perhaps some hermit fisher's tent.
While Time upon long weary circuits went.
I know that silence reigned world-old, profound,
Now, hark! A thousand thousand cries resound
To dedicate today Joy's high event.

(All rights reserved by author) May 30, 1925.

THE WEST COAST DRUG COMPANY

Announce the opening of TWO NEW DRUG STORES in your community and very cordially invite all to call and inspect these stores.

Nothing has been overlooked in giving Mission Beach Modern Service Drug Stores.

We consider it a privilege to serve you

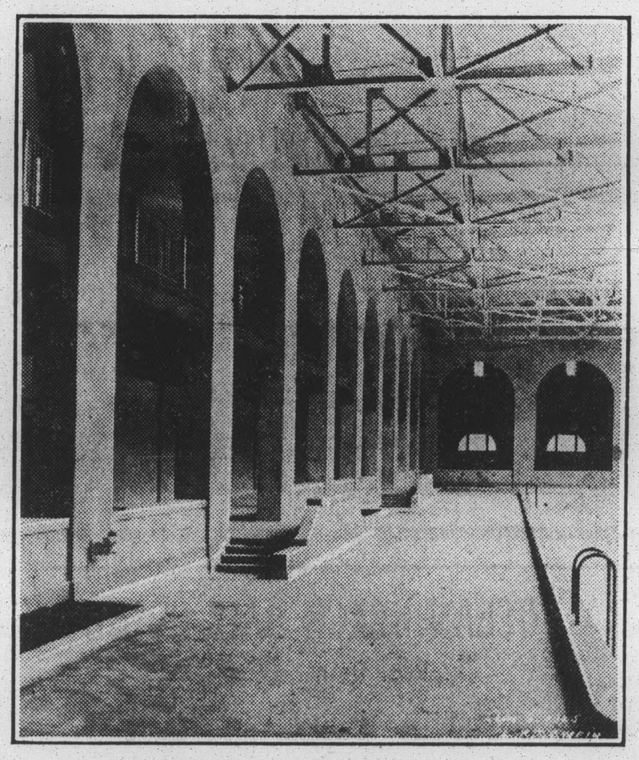
THE WEST COAST DRUG CO.

Stores at

No. 1—No. 19 Bath House, M. B. Amus. Cent.

No. 2—3742 Mission Blvd. (M. B. Postoffice)

Official Inspection of Bath-House



Promenade Alongside the Plunge

America's Riviera In the Making

CAPABLE WRITER

FORETELLS FINE FUTURE

FOR THE BEACHES

T. G. Armstrong

In "San Diego Business," for April

One of the most interesting chapters in recent San Diego history is now being written in the development of the marine section extending from Point Loma to La Jolla, and the keystone of which is Mission Beach.

The upbuilding of this shore line listrict is a direct result of the greater San Diego movement which may be said to have had its inception with the Panama-California Exposition, and which has advanced with sturdy strides each year. San Diego's greatest progress has been recorded in the ten year period since the Exposition, during which time the city's population has more than doubled, its commercial and industrial fabric strengthened, and the community acquired a prestige of national proportions.

San Diego's marine section embraces thousands of acres of choice homesites. For the most part this land rises in gentle terraces from the water's edge. From any point in this district a sweep of the eye takes in a panorama of rare beauty centering around the blue Pacific to the west, the whole picture framed by a background of foothills and mountains. Pioneers realized that eventually this ideally situated stretch of land would be in demand for homes, but it was not until recent years that the growth of San Diego caused an expansion that brought about the present development of the marine section.

This development, it seems certain, will continue with added force until the whole shore line to and beyond La Jolla is solidly built up. Competent authorities agree that this metamorphosis will take place within five years and will include not only the entire marine section, but to a large extent Point Loma as well.

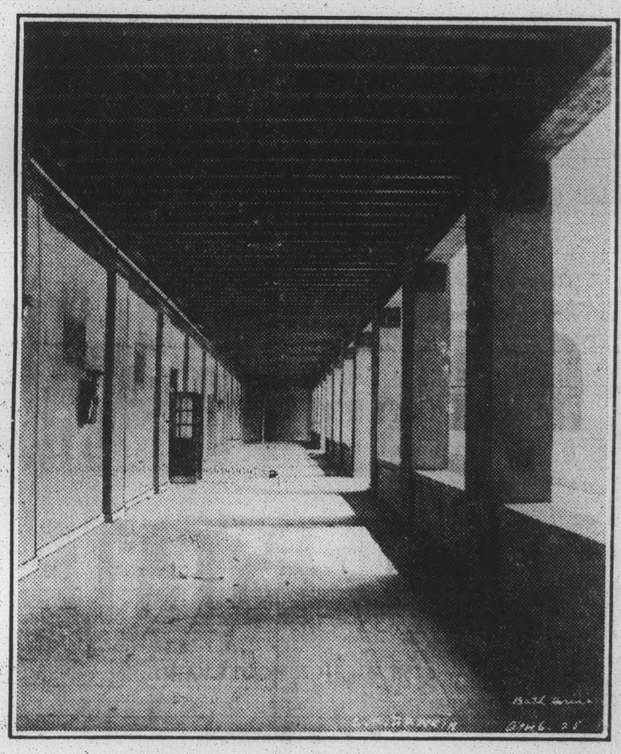
The onward and upward movement that has carried San Diego along so irresistibly in the last decade is easily traceable to a number of dominant influences. Referring again to the Panama-California Exposition, which was San Diego's first organized advertising effort, hundreds of thousands of persons from all parts of the United States had their first intimate contact with San Diego, and the superior advantages obtaining here, through that medium. How many of them have since returned and established homes and businesses is not, of course, definitely known, but it is significant that the present wave of progress and prosperity set in during the years immediately following that inspired enterprise.

The continued expansion of the naval establishment is another factor, as is the increasing importance of San Diego's second trans-continental railroad connection, the San Diego & Arizona Railway. Add to these the bigger business program of the Chamber of Commerce, and the national advertising and publicity campaigns of the San Diego-California Club, and you have five outstanding infuences which have combined to give San Diego its present established position.

With the more accessible residential district in San Diego either well built up or in the process of becoming so, it is only natural that the trend in home-building should be toward and along the coast line. Keeping pace with the city's progress, the San Diego Electric Railway company extended its lines from Ocean Beach, through Mission Beach and Pacific Beach to La Jolla. This project, more than any other one thing, laid the marine section wide open for the development that followed almost over night.

Startling as has been the upbuilding and improvement of the entire section, of particular interest is the progress that is being recorded at Mission Beach, where there is now being created San Diego's newest community. It is a community destined to be a popular residential district, yet its first claim of recognition is a combinationof unusual natural endowments which henceforth will be capitalized as much in making the beach a year 'round playground as in attracting permanent population.

Recognized as one of the importnat development projects of recent years in Southern California, much publicity has been given Mission Beach elsewhere than in San Diego. Los Angeles newspapers, alert to chronicle the big things that are being achieved in the southern half of the state, have devoted considerable space to the San Diego Electric Railway's expansion program as it affects the local marine section, and especially to the new community and amusement resort springing up at Mission Beach.



An Exterior Corridor of Bath-House

Exceptional Entertainment

Courteous and Satisfactory Service

SUNSET SUPPER CLUB

West Point Loma Boulevard, Ocean Beach

Phone, Point Loma 5

Special Dinners By Appointment

It's a Most Enjoyable Treat to Hear

The Versatile Quartet and Orchestra

BEACH'S

Chicken and Waffle

SHOP

Half Chicken On Toast	.50
Waffles	.20
Coffee	.05
Tea	.10
Milk	.10

ON THE ESPLANADE

MARK L. BEACH, Proprietor and Manager

CONGRATULATIONS TO

MISSION BEACH

We heartily extend our congratulations to all who have contributed to the development of Mission Beach.

To those who intend to live in this charming spot we wish to call attention to

HELLER'S OCEAN BEACH STORE

VOLTAIRE AND CABLE STREETS

conveniently located to those driving to Mission Beach and to Ocean Beach.

Prices and merchandise the same as in our city stores.

Heller's

34 Money-Saving Stores

MISSION BEACH REAL ESTATE

The Oldest Real Estate Office in Mission Beach

We have the choicest property for sale.
For quick sale, list your property with us.

Mission Beach REAL ESTATE

3758 MISSION BOULEVARD

V. F. HUFFMAN

Phone, Pacific Beach 282

"LOMA LORE"

By WINIFRED DAVIDSON
Point Loma, California

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(Continued from last week)

Chapter XXXII

San Diego and environs marked time during the year 1879. Rumors of movements in the east towards the pushing to the coast of one railroad or another strengthened and went out upon receding waves of gossip. The first shipments of citrus and other fruits went down the bay; honey and wheat from this county found their way to European markets for the first time.

The names of some of the advertisers in the Union of 1879 may be interesting, as they are names connected later with Point Loma, if not by actual residence here, then by the ownership of Point Loma property. George W. Marston in the Commercial Bank Block had a five-inch ad notifying the public of his stock of umbrellas, door mats, rubber coats and overcoats; another calling attention to men's and boy's clothing just received. Hamilton & Co. had "canned fruits, canned meats, butter, lard, tea, coffee, sugar and everything else." Steiner & Klauber called attention to "mountain potatoes," tobaccos, dry goods; boots and shoes, etc. A good broom could be had for 25 cents. Bee-keeping was the popular occupation hereabouts.

The San Diego Society of Natural History held regular monthly meetings every Friday evening and attracted the notice of scientists from afar because of the unusualness of some of the specimens gathered on the bay and seashore, especially off Point Loma.

"Professor David Starr Jordan, of Bloomington, Illinois, one of the U. S. Fish Commissioners, in charge of investigations on the Pacific Coast for the U. S. Census of 1880, and C. H. Gilbert, of Indianapolis, his secretary, passed through this city (Omaha) today for California, to begin their work at once. These gentlemen will spend 9 months on the Pacific Coast in pursuit of statistical information concerning fish, fish culture, fishermen, and everything else in this particular department. They will begin at San Diego and Fort Yuma, and then follow up the coast as far as Puget Sound. Professor Jordan says the next census will be the most complete one that has ever been taken."

This item published at the end of the year here is important locally. Professor Jordan has seen California's industries, schools and general culture develop beyond all telling in the half-century of his identification with the state. His work begun here in 1880 is not yet finished. He stands at the head of his particular line of research, having classified more species of fishes than any other scientist.

Rev. Mr. Camp submitted specimens of star fish from Point Loma, which were left as donations to the museum which had already been started. Late in the year shipments of hundreds of pounds of abalone shells went north from here (gathered off the end of the Point) to be made into jewelry, ornaments, utensils, etc.

Among the new books of the year were Wilkie Collins's "Haunted Hotel" and Jules Verne's "A Captain at Fifteen" much in demand here, for sale at the "Phoenix News Depot," a bookstore kept by Arnold Schneider in the old home of "John Phoenix"—Capt. George Derby. Scribner's Monthly, edited by J. G. Holland took half a column of the Union to advertise "Haworth's," a novel by Frances Hodgson Burnett, "Falconberg" a novel by H. H. Boyesen, "A Story of New Orleans" by G. W. Cable and "Studies in the Sierras" by John Muir.

The important news of the state of California had to do with the revision of the Constitution. The "New Constitution" was strongly opposed by the money interests, monopolies, etc., but was carried through to success by popular vote at an election held May 7th. A great deal of oratory was spread over the state throughout this agitation, and the excitement invaded the columns of the newspapers, excluding practically all local information. One might say that in California from February until May of 1879 there were no births, deaths, marriages, church sociables nor arrests of horse-thieves (the commonest occurences of everyday life); that absolutely nothing happened but talk about the New Constitution.

An interesting commentary on the business of the hour is this from the Union of Feb. 25:

"The U. S. Coast Survey steamer 'Hassler,' which has been engaged in coast survey work off San Diego for several months, sailed yesterday for San Francisco. She will go to Mare Island and lay up for some months, Congress having failed to appropriate the necessary funds to carry on the important work to which she was assigned."

Over in Washington, D. C., they knew we were busy fighting for our constitution and had no time to give to science.

Because the physical conditions on Point Loma are so intimately connected with the outlet of the San Diego river, I have been particular to record every item of progress in the matter of banking and controlling its water. A new water line was being laid from the river to town. This was celebrated by an unknown poet of the day in the following:

THE RIVER BOYS

'Twas noon and from the Waterworks,
Nearby the river bed,
Came fifteen bold and hungry men
With Elliott at their head.

Straight to the lunch at Horton Hall
They haste with ravenous dash,
Then outspoke Elliott to the cooks:
"We're here—lay on the hash!"

Oh, then, like morning dew the food
Did vanish, fast and faster.
"Bring on more grub!" stern Elliott cried,
"Or we will eat the pastor!"

(Continued next week)

MISSION SOUVENIR SHOP

California Novelties and Everlasting Flowers

STORE NO. 12 BATH HOUSE (ESPLANADE)

MRS. R. D. MARTIN

Mission Beach Barber Shop

"THE GREEN FRONT"
(Union Shop)
WM. A. BURKE, Prop.
TWO BARBERS
Women and Children's Work a Specialty
Agency for KELLY LAUNDRY CO.

MRS. WILSON'S SPECIAL LUNCH

HOME MADE PIES

3715 Mission Boulevard

First Stop—Center of Mission Beach

FOR SALE

By Owner of Lease

Butcher Shop, Groceries, Soda Fountain, Restaurant, Tobacco and Confectionery—All Combined—Now Doing Good Business

BEST SNAP ON MISSION BOULEVARD

W. C. HUFF

3760 Mission Boulevard

Pick This Up Quick

WE LEAD

I. X. L. STORE

Mrs. W. J. Hinckley, Prop.

3834 Mission Boulevard

Mission Beach, California

OCEAN BEACH BAIT HOUSE

JACK NEUMONT, Prop.

Fishing Tackle and Bait

Cigars, Cigarettes and Tobacco

Candies and Cold Drinks

Sandwiches and Ice Cream

Mission Beach Bath House
and
Mission Beach Dance Casino
BUILT BY
Wurster Construction Company
CONTRACTORS AND ENGINEERS
637 Spreckels Building, San Diego, California

SOUVENIR EDITION
20 Pages
SECTION 4

THE BEACH NEWS

Always Boosting Mission Beach, Ocean Beach, Pacific Beach and Point Loma

KIRK SMITH
Editor-Publisher
4829 Saratoga Avenue
Ocean Beach, Calif.
Phone Point Loma 17

THIRD YEAR—No. 27 | Saturday, May 30, 1925 | Price, Ten Cents

Co-Operation Benefits All

Ocean Beach Club Boosts Mission Beach

The San Diego "Union" of May 27 conspicuously published the following description of the laudable spirit of co-operation shown on the part of progressive Ocean Beachites in recognition of the inaugural of the Mission Beach Amusement center this week-end:

Unanimously adopting resolutions of recognition and apreciation to the Mission Beach company for all it has done to center interest and attention on San Diego's ocean beach line, members of the Ocean Beach Business and Resident's club last night went on record as crediting the tremendous Spreckels development as the outstanding event in the history of California's beaches.

Following the adoption of the resolutions the club outlined a program for voicing its appreciation of what the Mission Beach development means to San Diego in a more emphatic manner, orders being placed for fireworks, noise makers and other celebration accessories to be given away by Ocean Beach over the week-end that residents and visitors to the beach city may make known their enthusiasm over the formal opening of Mission Beach. Plans also were outlined for a series of nightly celebration events to start with tonight's Carnival dance, which will be followed with a Surprise ball Thursday and a Novelty dance Friday. Saturday and Sunday's programs will be merely supplementary to the elaborate Mission Beach celebration, including observance of Decoration day numbers. One of the feature events will be the appearance of Spain's "Three J" dancers, Juanita, Julia and Josefina Ruiz, 7, 9 and 11 years old respectively. Their dances will include the Tango Argentine, Jota, Jarabe, Topatio, Caballito, Blanche and picturesque La Golandrina. A special program is being arranged by Carr Brothers band, which will accompany the dancers as well as render Spanish dance numbers at the Saturday afternoon and night and Sunday afternoon and night public fiesta balls.

Special street car service is scheduled, No. 14 electric express cars leaving Third and Broadway every few minutes.

The creditable sentiment embodied in the foregoing resolution regarding the remarkable Spreckles developement at Mission Beach is a most encouraging echo of the policy pursued by "The Beach News" since its first publication nearly three years ago.

CO-OPERATION IS OUR WATCHWORD.

Devoted to the upbuilding of the entire beach districts of San Diego, "The Beach News" has consistently and persistently promoted the interests of Mission Beach, Ocean Beach, Pacific Beach and Point Loma.

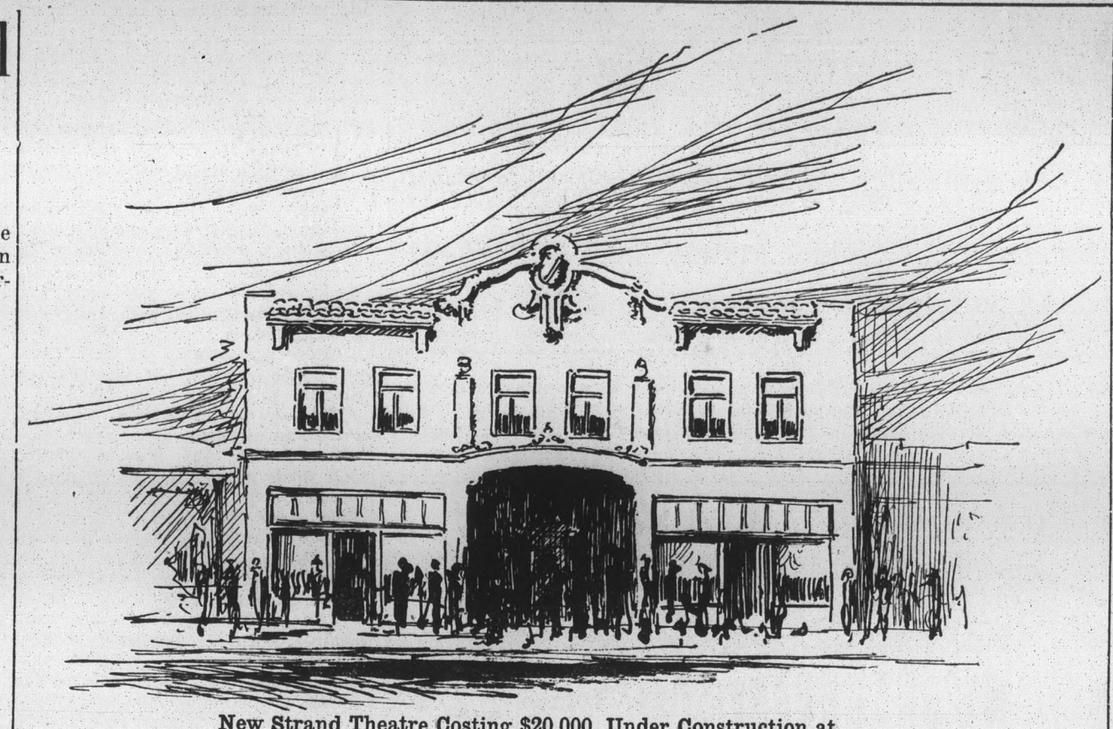
The above alphabetical arrangement of the beach and bay sections as represented and published in "The Beach News" is pointedly made with a most loyal sense of unselfishness combined with an unvarying view of giving a square deal to all.

FAIRNESS IS OUR MOTTO.

What we have done and are now doing, we will ever strive to do—BOOST THE BEACH DISTRICTS—always bearing in mind that directly or indirectly the progressive concern of one is ultimately beneficial to all.

We are happy to take this occasion for extending our most sincere and heartiest congratulations to the Mission Beach Company upon their highly successful inauguration of the truly wonderful Amusement Center at Mission Beach. It marks a supremely exalted epoch in the great growth of this glorious city and its fame will reach to the uttermost parts of both hemispheres.

Again, we cheerily repeat, CONGRATULATIONS!



New Strand Theatre Costing $20,000, Under Construction at Ocean Beach

Fine Point Loma Hotel ?

Rumor whispers of the biggest big hotel to crown Point Loma's crest—the finest, the most modern, the most sightly and desirable of all the splendid structions of San Diego county—perhaps the most imposing building in the west.

In imagination one may see it already, towering above La Playa, looking to the east upon the mighty panorama of bay backed by North Island, Coronado and the ocean shore; and the ocean bordered by the hills of Mexico, Table Mountain, the Sugar Loaf, San Gorgonio and the lesser heights ending in Point of Rocks that at times looks so like another Point Loma. To the south it will command the precipice of the headland, and beyond the straying Coronados, rimmed by the limitless Pacific. To the west there will be a view of Ocean Beach, Mission Beach and again the ocean and the rocky shores; and to the north the ever widening crescent of the city with its background of familiar mountains.

And rumor says that this big hotel will be set in big and fitting environs; that there will be magnificent distances about it; long approaches through suitable settings; that roads will wind and swing through picturesque plantings of flowers, shrubbery and groves of handsome trees; that lawns spreading across great meadows will make a landscape such as in the old world arouses wonder as to the centuries it has taken to grow so much beauty.

All this is eminently fitting and desirable. Point Loma's grandeur calls for noble edifices. The new high school which can be seen from all sides, the Bridges, the Sefton-Campbell, the Elliott, the Robinson homes, to mention but a few of the gems in the promonotory's crown have set examples in architecture which the new hotel and other buildings will undoubtedly emulate.

Coming for Norse Celebration

Left to right, Ivar Lykke, president of the storthing of Norway, and Premier Mowinckel, who will head the Norwegian delegation that is coming to attend the festivities in Minnesota celebrating the centenary of Norse immigration to the United States.

THE BEAUTY SHOP
Phone Point Loma 193.

OUR OWN WINIFRED EULOGIZES A DEVOTED POINT LOMAN

For about sixteen years Edgar F. Hastings has been a resident on the bay side of Point Loma. When he and his family came here the only means of transportation was by the little ferry boat, "Fortuna" owned by Capt. Creswell of the Star boat house and captained by Oakley Hall.

"Ed" helped to organize the first men's improvement club, composed of Postmaster Dixon, Dr. Fred Baker, Fred Jennings, Sam Leask and other "old-timers." Through the efforts of this club the very first electric lights that shone on Point Loma were obtained.

A member of the Point Loma assembly from its earliest years, Ed led the fight which put through the paving of Rosecrans street a few years ago. As past president and chairman of the landmarks committee of the local parlor of the Native Sons he was instrumental in erecting the monument in the Bennington cemetery for the heroes of the battles of San Pasqual; and it was under his supervision that the body of Smith of Old Town was brought to the military cemetery also. As a member of the school board of San Diego, he is credited with the strongest influence working towards bringing the high school to Point Loma.

As contractor and builder Ed has built some of the oldest and finest of the residences at La Playa, on Point Loma crest, at Loma Portal and Roseville. He recently purchased and is improving the beautiful Arthur home on Rosecrans boulevard, where his wife and two charming daughters succeed in creating the right sort of background for the busy man he is.

A faithful booster throughout the past, a staunch believer in the future of this promonotory, Ed refuses to take a second place behind anyone in the matter of affection for this his home—Point Loma!

SHERWIN-WILLIAMS PAINTS—San Diego prices—O. B. Feed, Fuel and Express, 1926 Bacon St. Phone Pt. Loma 20-W.

NEW STRAND THEATRE NOW BEING BUILT

Contractor J. D. Manseau is making fast progress in the construction of the new strand theatre for proprietor-manager Ray G. Ericson. The building will cost over $20,000 when completed and will contain two stores and two upstairs apartments besides the theatre, which will have a seating capacity of over 600. The new show house will be strictly modern in every particular and will have a stage large enough to give performances when necessary. A number of elegantly appointed loges will be arranged and there will be special dressing and retiring rooms. The new Strand theatre is expected to be ready for occupancy early in August.

RAY G. ERICSSON
Owner New Strand Theatre

"THE WINE OF LIFE" MME. TINGLEY'S NEW BOOK HAS BRACING EFFECT

In a beautifully produced volume, with numerous choice illustrations, it is well chronicled that Mme. Katherine Tingley delightfully lays down the rules of pure, healthy and exalted life. She tells us what training and preparation should be, for the child and the adult alike. She deals with the problem of so-called Death, which she prefers to regard as Rebirth, and she has much to say on Reincarnation and Karma. Wherever we turn we find wisdom, expressed in simple yet forcible phraseolgy, and the volume is eminently practical, inasmuch as the teaching is applied so directly to the problems and conditions of the times. The reading of such pages has a bracing effect.

Madame Tingley is informing and stimulating, and while she sets forth her own ideas she is nothing if not charitable, tolerant, and humanitarian.

S. D. A. & N. Academy

The army and navy academy bands and cadets will have a prominent place among the military and naval units participating in the big Memorial day parade in San Diego today.

UNIQUE MOTION MADE IN SUIT OVER THE HINDE WILL

Invoking a newer act by the California legislature that apparently goes far toward nulifying the beliefs of juries in civil cases, Attorney Eugene Daney this week filed "notice of intention to move for judgment in favor of defendant notwithstanding verdict."

The defendant in the case is Arthur Diedrichsen, against whom a jury decided in breaking the $100,000 will of Dr. Alfred Hinde, declaring Dr. Hinde of unsound mind when he made the will 20 days before his death and willed his entire estate to Diedrichsen, a friend, giving nothing to any of s[illegible] xneices and nephews, who brought s[illegible]it for revokation of the will.

The law by which Attorney Daney seeks to secure a judgement by Judge W. P. Cary, before whom the case was tried, in favor of Diedrichsen, despite the opposite verdict of the jury, is section 629 of the California civil code of procedure, passed by legislature in 1923. This is the first time that section has been invoked in a San Diego case, it is claimed, and immediately curious lawyers and court attaches said they had not heard of its use anywhere.

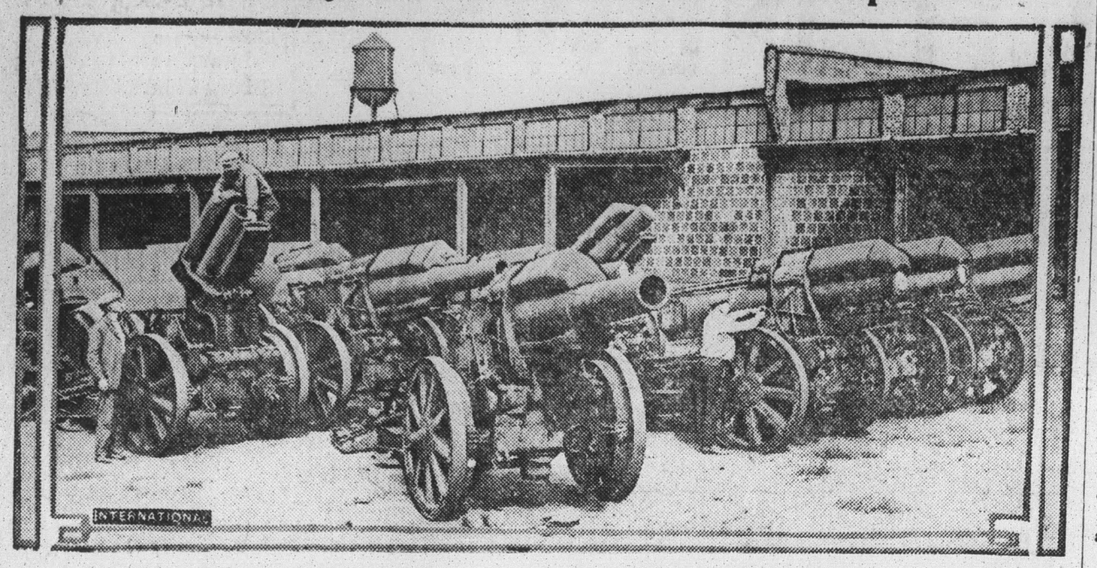
This section provided that a judge may give judgment in favor of a defendant, notwithstanding the verdict of a jury, if he sees fit to do so, even though no instructed verdict had been asked by counsel in the trial. No instructed verdict had been asked in the Hinde will contest. A motion to apply the section may be made in an outright manner, or with alternative provision reserving right to move for a new trial by another jury in case the court declines to go against the former jury. Attorney Daney serves his notice on the alternative plan, reserving right to move for new trial, and he filed, at the same time, a notice of intention to so move for new trial.

Photographs—Froide—Bacon St.

Try our Classified Ads, for Quick Results—Only a dime a line, five words to the line, payable in advance.

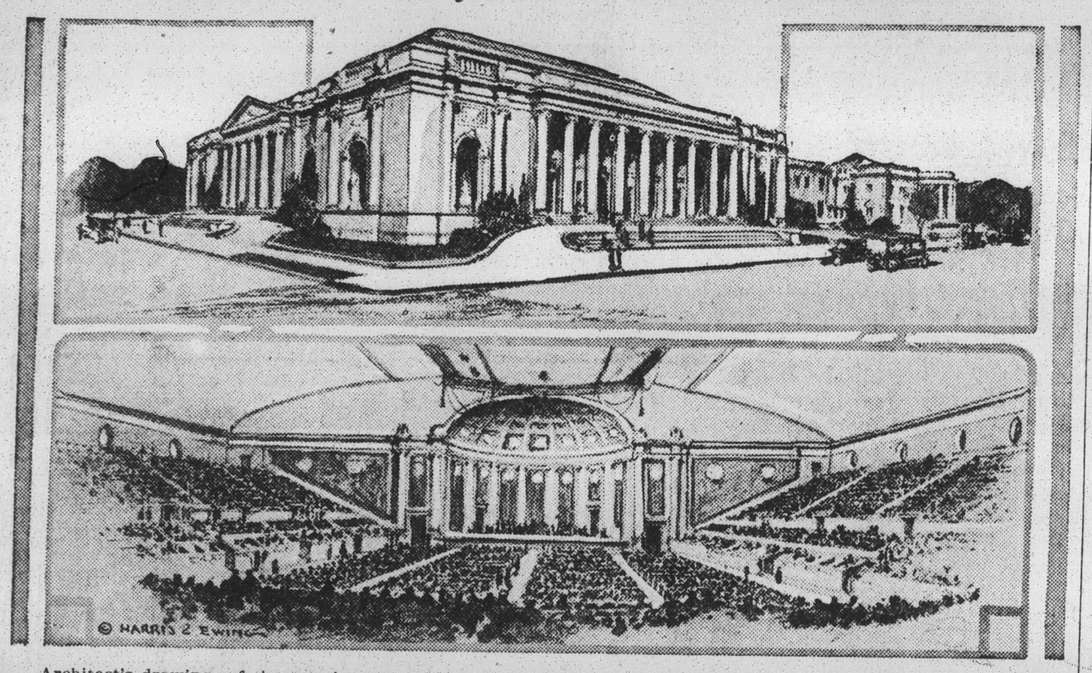
Striking New Electric Sign Atop Benbough's O. B. Dance Pavilion

States May Now Send for Their War Trophies



Captured German and Austrian war trophies are now ready for packing and shipment in accordance with allocations made by the War department and may be secured by the governors of the various states by complying with the provisions of the act passed by congress for their distribution. The great collection of material is at the army base at Port Newark, N. J.

Sketches for Projected D. A. R. Auditorium



Architect's drawings of the exterior and interior of the projected D. A. R. auditorium in Washington. The structure, it is proposed, would adjoin the Memorial Continental hall and would seat 6,000. Its cost would be $1,825,000.

MISS BERRY HONORED

Miss Martha Berry, founder and director of the Berry school of Georgia, has been awarded the 1925 Roosevelt medal for distinguished public service. Miss Berry was honored for promotion of the welfare of women and children. In 1902 she founded on her own farm at Mount Berry, Ga., a school for five children from the mountain districts. Now the school cares for 650 boys and girls annually on 7,000 acres of land with 95 buildings.

PUT IN HALL OF FAME

Brenda Putnam, New York sculptress, at work on the bust of Harriet Beecher Stowe, author of "Uncle Tom's Cabin," which is to be placed in the New York university hall of fame. It will be dedicated and unveiled on May 21.

Four-Year-Old Wonder Child

Four-year-old Robert Cruger Grilley of Los Angeles, who at the age of two astonished grownups with his remarkable ability to learn. At two and one-half years he could locate by state 25 cities, and identify by name 150 photographs of film stars. Now he can answer geographical questions that puzzle his elders.

Lukeman Picks Little Mountain

Little Stone Mountain, located about five miles from Stone Mountain, Ga., where Augustus Lukeman will resume work at once on the carving of the Confederate memorial.

WAR PLAYS STRANGE TRICKS

By P. F. NOWLAN

(© by Short Story Pub. Co.)

A man may keep a girl waiting forty-four minutes without losing his standing. But forty-four years is a long time between calls.

THE general looked up from his map. He took off his glasses, a trifle impatiently, and wiped them.

"Ach," he soliloquized, "these French peasants build their windows so small! One must be a cat in order to see on a dark day. Ho, Schneider!"

An orderly entered, clicked his heels and saluted.

"Move my table to the light," said the general. "No, not so. Turn it around—so. That is good."

The orderly clicked his heels, saluted and withdrew.

Occasionally the window rattled and there was a thunder of guns, a sound which never ceased entirely. At times came lulls in the furious roar of the batteries just beyond the hills, but during these, the rumble of the deep-voiced forty-twos was audible miles down the river.

The general turned to his work again. With one forefinger he kept his place in the report. With the other he searched the map. When he had found the desired point, he would compare notes and pass on systematically to the next item.

But his concentration cost him an effort. Ach, if those lazy raindrops would not thump so mournfully on the window sill. It distracted him, and the realization of this was irritating. Finally, with a guttural of mild impatience, he pushed back the report and the map and let his eye wander to the dripping eaves across the street. So fine was the rain that it was almost a mist. It collected rather than fell on the roofs. The general noted idly that the sentry pacing back and forth in the mud puddle, behind the fringe of drops which fell from the projecting thatch of the colonel's quarters, was a very wet and unhappy sentry.

It was a gloomy day—a gloomy war, too, so unlike the victorious dash of forty-five years before. They had met gallant resistance then, it was true, but the enemy's bravery only added a meed of glory to the machine-like precision of Bismarck's conquest.

But now! It was a great shock. This military machine, after a half-century's tuning up to an efficiency which, in the early stages of the war, had astonished its own creators—now—it was unbelievable—yet really it seemed to be slowing up in its drive on Paris. It stumbled, at times it actually staggered as it struggled on. And the cost in men—Gott! could it really be that they would not reach Paris?

But this was not all that contributed to the general's gloom. There was a memory. He had been fighting it down all day, ever since he had moved forward his headquarters to the village, the same village in which he had spent six weeks in 1871.

There was a little old house at the lower end of the street. It had a thatched roof like the others. It had been the home of Lisette.

Ach, how vivid was that picture! With a rush, the general's memory swept back. Once more he was the young lieutenant of Uhlans, bowing, half mockingly, half seriously, before the scorn of that glorious young creature, fragrant in her new-found womanhood. He had quartered himself in her father's house forthwith, with the secret vow to turn her scorn to something sweeter.

Gradually he had seen her pretended loathing turn to interest, mischief, tenderness, and finally to utter surrender.

Then, as he had known full well from the beginning, as surely as it had never entered her mind, there had to come an end. He was ordered home. That parting had unnerved him. Actually he had to tear her arms from around his neck. Also, he had found himself promising to return, and salving his conscience with the thought that perhaps he might after all. But he never did.

What had become of Lisette, the general wondered. Today—he smiled grimly—a "maternal" government would solve her problem for her. She would be the widow, say, of Anton Henri, a worthy soldier of the republic, who had fallen in battle. What if no one in the village ever had met or heard of Anton Henri? That would not alter the fact that the record of the marriage would be there in black and white—right next to that of the similar marriage of Henri Anton! And the child would receive its education at the expense of the republic.

The child—had it been a girl or a boy? Somehow, he felt it was a boy. Was he still alive, fighting against his father's country—a private, an officer?

Perchance Lisette herself, his—he almost said his wife—was still alive. Yes, he sighed, it would have been better had he returned and fulfilled his obligation to Lisette. She would have been—nay, she had been—more of a wife to him than the late Frau General.

He was brought back to the present by one of those acute silences, when for seconds at a time it happened that no gun was fired. He gazed out the window. The day was coming to a close. The gloom thickened. Gott in Himmel, he would do it—visit the deserted home of Lisette. He pounded his fist on the table and arose.

Ho, Schneider! My cloak, my helmet! I will be gone half an hour. Tell Colonel Schmitt. No, I go alone. I am not leaving the village."

If gloom had oppressed him throughout the day it possessed him utterly when, drawing his cloak closely about him, he stood and gazed at the desolate house that once had been Lisette's. Surely nought but memories were protected by those shutters. No one was living there now.

He strode over to the door, then paused with his hand on the knob, for an auto was roaring into the village and was skidding to a standstill before his headquarters up the street. Ha! a messenger leaped out and dashed up the steps. It must mean something of importance, this haste. He had better return at once.

For a second the general hesitated, then, to his own astonishment, he obeyed that desire to turn the knob, without intending to do so. It yielded. He opened the door and strode into the blackness of the hall.

Three steps he took, then a flash seared his very eyeballs, a blade passed through his stomach.

The startled sentry down the street saw the body of his general hurtled through the doorway and lie limp in the road. And following it, there gushed from the desolate house a very avalanche of Frenchmen, led by a demoniac officer whose sword dripped red, and whose automatic belched a stream of lead.

It was hot while it lasted—ten minutes perhaps, for the surprise had been complete, and there had been but a half-company of Germans in the village in addition to the attaches of the headquarters. There were no reinforcements, because right and left of the village other French troops, sprung from nowhere, had swept on beyond it.

Schneider, the orderly, lined up with the other prisoners, saw the body of the general deposited on the steps of a house. Two French officers stood beside it, one of them the demoniac officer, now calm and quite human looking.

"This is the boche,' he remarked, indicating the body of the general with a movement of his foot, "who blundered into the house and forced me to attack before all my men had come up. We had disposed of the sentry, my colonel, and sneaked up the ravine, and thus into the back of the house. Ma foi! I have killed many men since the boches started this mad work, but I never expected to kill one in the house where I was born. War plays strange tricks." He laughed and rolled a cigarette.

Schneider noted with mild curiosity that this officer, were he about twenty-five years older, would be remarkably like the general in appearance. But of Lisette he knew naught.

Simple and Wholesome Creed of Nature Lover

No greater joy exists for mortal man than that ecstatic throb imparted through a silken line and graceful bamboo rod by some game fighting fish! no greater thrill than when the gun cracks true—a perfect shot well taken on the wing.

What sight compares with our old swimming hole as it lies bathed in gold beneath the sun? And to its destiny the stream flows on, unmindful, as we sit and watch and dream of freckled faces that we used to know. A gorgeous spectrum paints the western sky, then fades from view behind the purple hills.

What man-made thing could possibly compare with ancient oaks or graceful sweeping elms, or sycamores or birches as they sway before the wind in suppliance to god?

To me these sacred things should all remain a part of this great country, which was built on sportsmanship and human sacrifice. With this in view, I, too, shall lend a hand to curb enemy forces, that my boy may know the joys I've known and feel the thrills found only in the heart of Nature's wilds.

When I trail on, the flare of fame's decree, sonorous tribute, flowers, even tears, mean not a thing. I only hope they say, "He lived a sportsman and as one he died."—E. H. Ross in Outdoor America.

Explaining "Uncle Sam"

During the war of 1812 the United States government entered into a contract with a certain Elbert Anderson to furnish supplies to the army. An inspector to see that the goods were up to specification was appointed whose name was Samuel Wilson, a jolly whole-souled man who was familiarly known as "Uncle Sam." When he had examined the boxes and found them correct he marked them with the letters E. A.—U. S. One day someone asked him for what the letters stood and he said they meant Elbert Anderson and Uncle Sam. This got into print and before the end of the war it was known all over the country.

Reason for Nicknames

During the contest between Charles I and his parliament it was fashionable among the church people to give scripture names to their children, and sometimes the name would consist of a phrase, or even an entire verse. One child was actually named "Who Comforteth Us in All Our Tribulation, That We May Be Able to Comfort Them Which Are in Any Trouble With the Comfort Wherewith We Ourselves Are Comforted" Tichbourne. And what do you suppose the kids dubbed him when he started to school? "Trib."—St. Louis Globe-Democrat.

Physician Saves Boy's Life in Notable Manner

Milwaukee.—Pinching with his fingers a severed end of sixteen-year-old Francis Burdick's jugular vein, literally holding a life in his hands, Dr. Harold Nebel checked what would have been a fatal hemorrhage after an automobile knocked the boy from his bicycle. For fifteen minutes Doctor Nebel, who chanced to be on the scene when the boy was bowled over, held firmly the hand that stayed death. Then he carried the boy into a police ambulance and kept his hand in position all the way to a hospital, where the severed vein was sutured. The boy's recovery is expected.

FIND MILLIONS IN THIEVES' DEN

Fantastic Underworld Office Reveals Much Treasure.

New York.—Two men were arrested one night recently, charged with being members of a band of robbers and bootleggers whose cache of stolen goods estimated to be worth as much as $1,000,000 was discovered in an old two-story building on South street.

The suspects said they were Patrick Mitchell, a laborer, and Max Price, a salesman, both of New York. They are charged specifically with stealing from the warehouse of Pincus, Sachs & Company, $30,000 worth of woolens, which were found in the warehouse. They denied the charges.

Police are also questioning two men who said they were employed as watchmen at the building and were ignorant of the fact that it housed stolen goods.

Police in their raid on the warehouse found great stores of fabrics of all kinds, leathers, dyes, canned goods, cigarettes and cigars, between 75 and 100 barrels of alcohol and liquor, and in the basement two large stills which, apparently, had been in recent operation. They found a fleet of 22 trucks, some of which have been identified as recently stolen.

They found desks, telephones, filing cabinets, typewriters, correspondence and other indications that this was the headquarters of an extensive mail-order business conducted by a highly organized bandit and bootlegger band.

They found secret doors and stairways, with an ingenious buzzer signal system; a trick safe concealed in a wall and a trapdoor operated by electricity; a store of six shooters; altogether a fantastic combination of a modern big business office and a dime novel bandit's lair.

Shortly after police had broken into the place a mail carrier delivered a batch of letters, which were turned over to postal inspectors. It is hoped through these and the mass of correspondence found, to trace mail-order purchasers and to get on the trail of the bandits themselves.

Paralytic for Six Years, Runs to Escape Maniac

Kearney, N. J.—Before Peter Grenato, who in a fit of homicidal mania attempted to strangle three nurses and two patients at the Stumpf Memorial hospital here, was overpowered, he so frightened Fred Kieber of Lyndhurst, N. J., who has been a cripple for six years, that Kieber sprang from his bed and dashed up a flight of stairs, and is now thought to be cured.

Kieber, who is thirty-eight years old, had been crippled in an automobile accident at Plainfield six years ago. Since then, owing to injuries to the spine, he has been unable to walk without crutches or canes. He had received treatment in several hospitals, and had been moved to Stumpf hospital a short time ago for examination, and had been operated on a week before Grenato's attack.

Kieber forgot he was paralyzed. He jumped out of bed, mounted the stairs three steps at a time, and was found later by hospital attendants sitting on a chair on the second floor of the hospital, with a happy expression on his face.

Charges Husband Burned Initials on Her Back

San Francisco.—Mrs. Dolores Winfree charged her husband, Theodore Winfree, a sailor, with burning his initials on her back with a hot iron when she obtained a warrant charging him with assault and battery. The brand, which Mrs. Winfree exhibited, was burned into her skin, she said, when her husband believed other men were attentive to her.

Young Spouse of 70-Year-Old Bride Wants Divorce

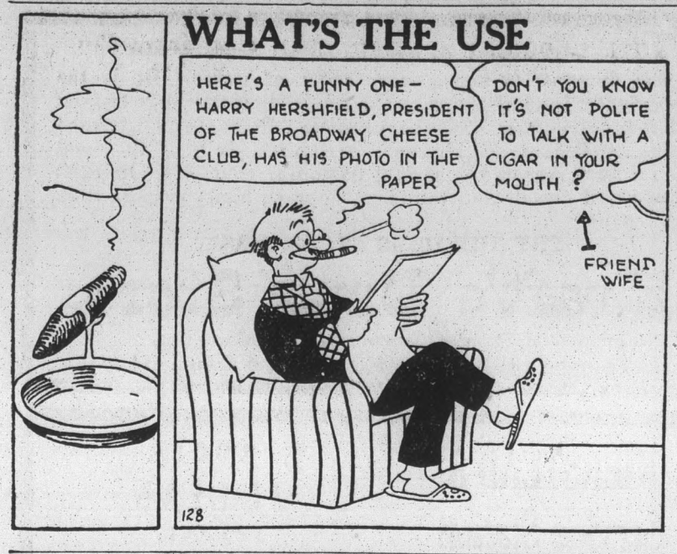
Long Beach, Cal.—Search for Edward Cochran, twenty-two-year old missing bridegroom of Mrs. Mary M. Cochran, aged seventy, and well to do, ended when detectives told Mrs. Cochran they had found her husband washing dishes in a Pomona hotel "to raise money to return to Detroit and get a divorce." They were married in the East last year.

Dies by Fire

Chicago. — After saturating her clothes with alcohol, Mrs. Bessie Bobis, 4907 West Twenty-third street, mother of five children, set fire to her clothing and burned to death in her home. She is said to have been despondent over domestic troubles.

WHAT'S THE USE

By L. F. Van Zelm
©Western Newspaper Union


HERE'S A FUNNY ONE— HARRY HERSHFIELD, PRESIDENT OF THE BROADWAY CHEESE CLUB, HAS HIS PHOTO IN THE PAPER
DON'T YOU KNOW IT'S NOT POLITE TO TALK WITH A CIGAR IN YOUR MOUTH ?
FRIEND WIFE
128
I SEE THAT CLUB IS RUNNING A CONTEST TO SELECT A "MISS NOBODY FROM NOWHERE" AND MAKE HER A STAGE STAR
DIDN'T I TELL YOU IT'S NOT POLITE TO TALK WITH A CIGAR IN YOUR MOUTH ?
HARD TIMES
MARC LACHMAN SAYS
MORRIE RYSKIND MUSES
ARTHUR CAESAR WRITES
DON'T YOU KNOW ANY BETTER ?
SURE, BUT THAT'S A VERY EXPENSIVE CIGAR
FRANK HUGHES REFUSES HIS
RICHARD SOBEL

Not by a Long Shot

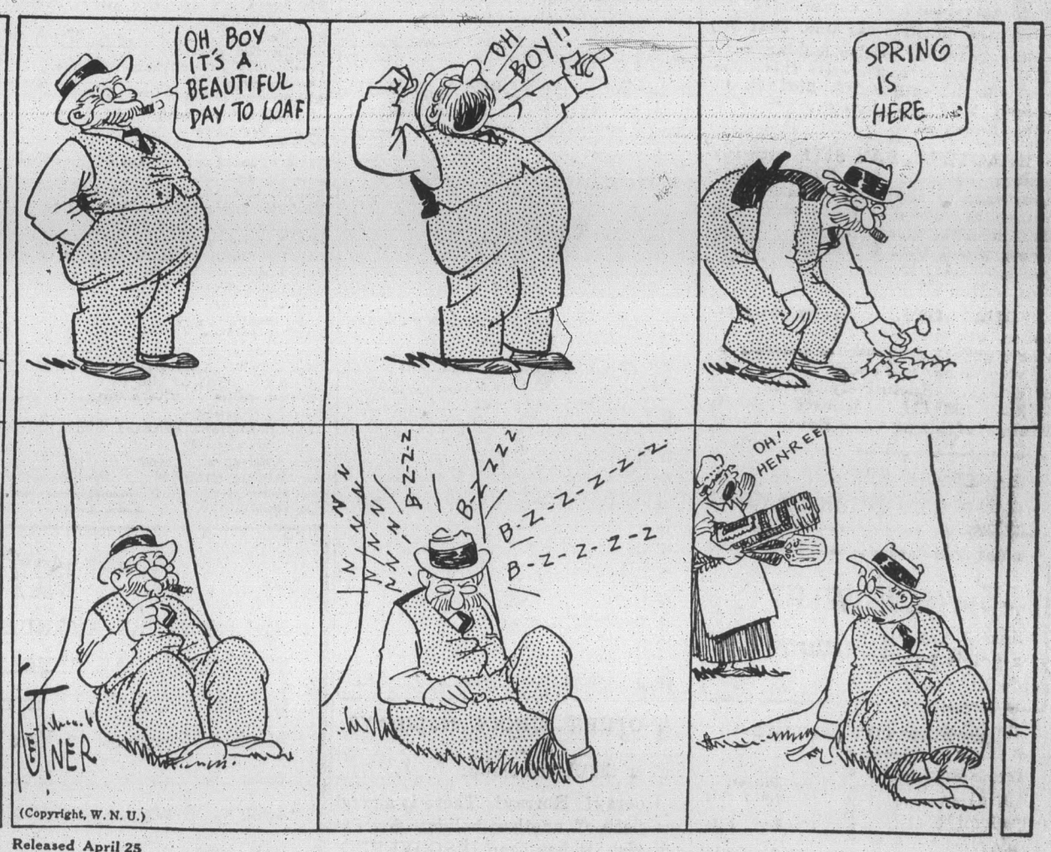
MICKIE, THE PRINTER'S DEVIL

By Charles Sughroe
© Western Newspaper Union

On the Contrary

Along the Concrete

Our Pet Peeve



Released April 25

HOME WANTED FOR A BABY

MY WORD!
WOW!
I FOUND HIM OUT ON THE STEPS, MAM.
WHY, HOW PROVIDENTIAL! THE VERY THING CHESTERFIELD HAS BEEN WANTING— A BABY BROTHER! CHESTERFIELD!! COME HERE
THERE, MAMA'S LUMP OF SUGAR! THERE IS THE LITTLE BROTHER! NOW TAKE HIM INTO THE NURSERY AND PLAY TILL MAMA FINISHES HER STORY — DONT LET HIM BITE YOU —
GOODIE! GOODIE!
DONT MAKE SO MUCH NOISE, PRECIOUS— MAMA DEAR IS READING!
AW, SHUT UP! HA! HAW! HAW!
JACK IN THE BOX
WOW! WOW! WOW!
WELL, IF THAT'S WHAT YOU CALL A HOME THEN I'M HUNTING THE WRONG THING.
HY FRIEND, DO YOU KNOW WHERE THERE IS A GOOD HOME?
BE PLENTY OF THEM ON MAY 1st
WOW!
Copyright by McClure Newspaper Syndicate.

The Clancy Kids

That Point of View

By PERCY L. CROSBY

© by the McClure Newspaper Syndicate

TIMMIE, HERE'S A BANANA. DIVIDE IT WITH BUDDIE AND GIVE HIM THE LION'S SHARE.
YAH! TIMMIE'S GOT A BANANA 'N HE WON'T GIVE ME NONE.
WHY DIDN'T YOU GIVE BUDDIE THE LION'S SHARE OF YOUR BANANA?
'CAUSE LION'S DON'T EAT BANANAS.
Percy Crosby

You Can't Go Wrong
WHEN YOU BUY
BEACH PROPERTY

AT YOUR SERVICE

KIRK SMITH

LICENSED REALTY BROKER
JACK NEUMONT, Salesman

Extra Inducements for
Exclusive Listings

4829 SARATOGA AVENUE
Office of "The Beach News"
Ocean Beach, Calif.
PHONE, POINT LOMA 17

Pick and Purchase From
These Choice Listings

FINE HOME, lot 50x140, bearing fruit trees, splendid view, $5,000. Exclusively listed with KIRK SMITH, licensed realty broker, office of "The Beach News."

DON'T MISS THIS — Comfortable furnished beach home, 4 rooms, bath, gas, electricity; garage; extra rented cottage, on lot 50x140; most desirably located; bargains of a lifetime; only $5,500. Special terms. Exclusively listed with KIRK SMITH, licensed realty broker, office of "The Beach News."

SUNSET CLIFFS section, four lots, one improved with cottage; will divide plot; priced below par; near car line. Big bargain for home seekers or investor. Specially listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

BUSINESS PROPERTY, including buildings; heart of commercial district, near electric car line. Best buy at the beach. If you're looking for a business snap, don't miss this. Specially listed with KIRK SMITH, Licensed REALTY Broker, office of "The Beach News."

BEAUTIFUL BAY SITE with furnished cottage; lot 50x148 from boulevard to bay; big bargain where values are steadily increasing; only $3,000 with special terms. Exclusively listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

FOUR LOTS, centrally located; house on one lot; owner will sell whole parcel or divide in pairs; priced way down; ask about this splendid offerings. Exclusively listed with KIRK SMITH, Licensed Realty Broker, office of "The Beach News."

CLASSIFIED ADS
GET QUICK RESULTS

WHO'S WHO
In Officialdom

SAN DIEGO CITY OFFICIALS

Mayor—John L. Bacon.
Manager of Operation—F. A. Rhodes.
City Attorney—Shelley J. Higgins; chief deputy, Arthur F. H. Wright.
City Clerk—Allen H. Wright; chief deputy, Fred W. Sick.
City Auditor and Assessor—H. L. Moody; chief deputy auditor, C. K. Stout; chief deputy assessor, C. E. Ellsworth.
City Treasurer and Tax Collector—J. T. Millan; chief deputy, John Millan.
Superintendent of Purchasing Department—W. H. Cameron.
City Engineer and Superintendent of Street—F. A. Rhodes.
Building Inspector—O. G. Knecht.
Electrical Inspector—A. E. Johnstone.
Sewer Inspector—W. B. Harper.
Boiler Inspector—Joseph Hazell.
Tenement House and Plumbing Inspector—A. C. Goeddel.
Chief of Police—James Patrick.
Chief of Fire Department—Louis Almgren, Jr.
City Justice—Claude L. Chambers.
Poundmaster—C. K. Maupin.
Chief Janitor City Hall—E. J. Baehr.
Board of Cemetery Commissioners—Col. E. N. Jones, H. J. Roy, W. M. O'Farrell. Superintendent, C. A. Kane.
Board of Health—Dr. R. J. Pickard, Dr. Marjorie Potter, D. A. Deacon, Dr. W. W. Crawford, Leroy A. Wright.
Health Officer—Dr. A. M. Lesem. Secretary, G. H. Sieverling.
Civil Service Commission—Stanley Hale, Dr. Charlotte Baker, W. S. Rosie, Mrs. Rosina Moran, chief examiner and secretary.
Harbor Commission—W. C. Crandall, M. A. Graham, J. W. Sefton, Jr.
Harbormaster—Joseph Brennan.
Playground Commission—M. F. Heller, William A. Roffe, H. C. Miller, Mrs. Celia A. Dunham, Mrs. Harriet B. Haskell. Superintendent, Frank H. Ehmke.
Board of Education—Claude Woolman, Edgar P. Hastings, Jacob Weinberger, Mrs. Anna M. W. Connell, Mrs. Lena Crouse. Secretary, Will Angier.
Board of Park Commissioners—W. T. Johnson, Hugo Klauber, John F. Forward, Jr.
Superintendent of Parks—J. G. Morley. Executive Secretary—A. S. Hill.
Board of Library Commissioners—D. W. Schick, Mrs. Marion A. Lippitt, W. R. Wheeler. Librarian, Althea H. Warren.

WE CIRCULATE

SAN DIEGO COUNTY OFFICIALS

County Clerk—J. B. McLees; chief deputy, L. L. Bailey.
District Attorney—Chester C. Kempley.
Sheriff—James C. Byers; under-sheriff, E. F. Cooper.
Auditor—Chauncey R. Hammond; chief deputy, A. B. Cunningham.
Assessor—George W. Moulton.
Treasurer—George W. Heston.
Tax Collector—Herbert A. Croghan.
Recorder—John H. Ferry; chief deputy, N. C. Parsons.
Public Administrator—Edwin Reed.
Coroner—Schuyler C. Kelly; autopsy surgeon, Dr. John J. Shea.
Surveyor—Ernest R. Childs.
County Supt. of Schools—Ada York.
Board of Supervisors—Mildred Green, 1st district; E. A. Hornbeck, 2nd district; J. Foster, 3rd district; C. L. Good, 4th district; Thomas Hurley 5th district.

Classified Ads Get Quick Results.

THE BEACH NEWS

AN INDEPENDENT PAPER

Promoting the Progress of the Beach Sections of San Diego and the Entire Point Loma Peninsula.

PUBLISHED EVERY SATURDAY

4829 Saratoga Avenue
Ocean Beach, California
Phone Point Loma 17

KIRK SMITH.....Editor-Owner
KATHERINE SMITH...Sec'y.-Treas.

Legalized as an Official San Diego City and County Newspaper

Subscription Price, $1.00 a Year
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"Entered as second-class matter December 1, 1922, at the Postoffice at Ocean Beach, California, under the Act of March 3, 1879."

A LEGAL NEWSPAPER
EIGHT PAGES

Saturday, May 30, 1925

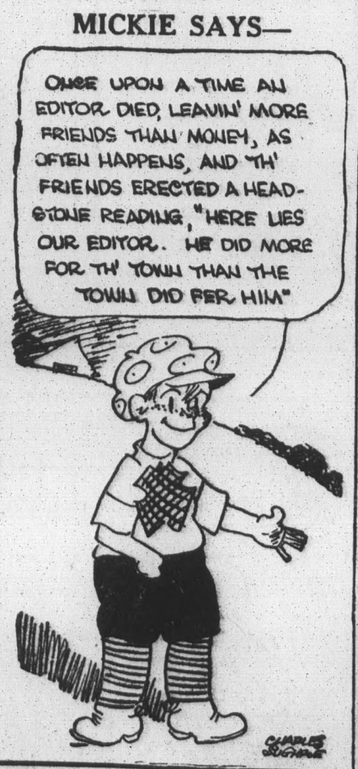
ANOTHER SCHOOL HOLIDAY?

Editor the Beach News:

Hooray! Horray! There is a good prospect of another holiday for the schools. It has been DISCOVERED, that Noah left the ark on December 18, 2348 B. C. Surely this is important enough to establish another chance to close the public schools. I would call the attention of the Board of Education to this opportunity.

ZENAS.

MICKIE SAYS—


ONCE UPON A TIME AN EDITOR DIED, LEAVIN' MORE FRIENDS THAN MONEY, AS OFTEN HAPPENS, AND TH' FRIENDS ERECTED A HEADSTONE READING, "HERE LIES OUR EDITOR. HE DID MORE FOR TH' TOWN THAN THE TOWN DID FER HIM"
CHARLES SUGHROE

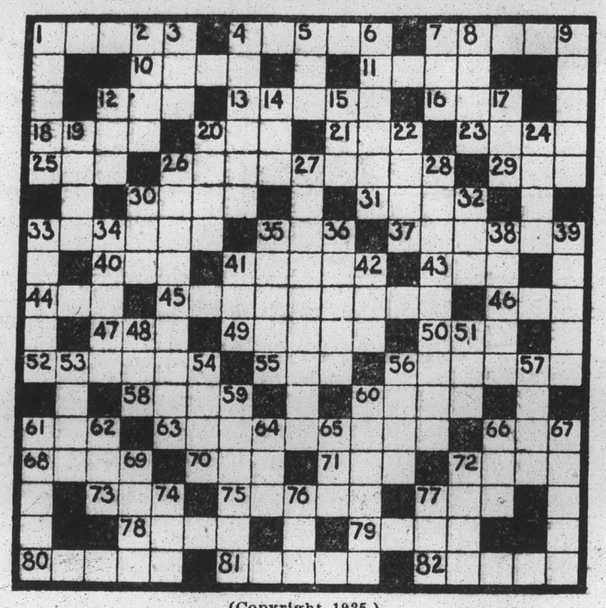
Don't Watch Mission and Ocean Beaches Grow—Grow With Them!

CROSS-WORD PUZZLES

HOW TO SOLVE A CROSS-WORD PUZZLE

When the correct letters are placed in the white spaces this puzzle will spell words both vertically and horizontally. The first letter in each word is indicated by a number, which refers to the definition listed below the puzzle. Thus No. 1 under the column headed "horizontal" defines a word which will fill the white spaces up to the first black square to the right, and a number under "vertical" defines a word which will fill the white squares to the next black one below. No letters go in the black spaces. All words used are dictionary words, except proper names. Abbreviations, slang, initials, technical terms and obsolete forms are indicated in the definitions.

"The Beach News" Cross Word Puzzle No. 67



(Copyright, 1925.)

Horizontal.

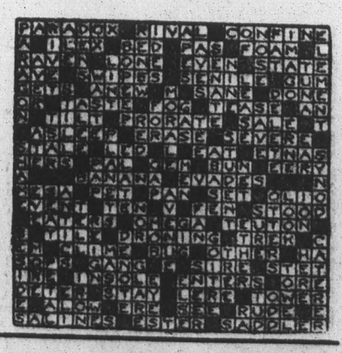
1—A dark fur
4—Found on through trains
7—Turned white
10—A single time 11—Paradise
12—Possessed 13—Pattern
16—Prefix meaning new
18—Barren of moisture 20—Seat
21—An important bone
23—To wind or roll together
25—A utensil used in building
26—A famous gladiator
29—A beverage
30—To make senseless by violence
31—To carry
33—Secretary of state under President Lincoln
35—Before 37—A color
40—In the past
41—A city of northern France
42—By way of 44—To suit
45—Well paying
46—A kind of whisky
47—A measure
49—An article of faith
50—To scold 52—Yielded assent
55—To put on
56—In law to impede or bar
58—The secondary movement in a musical composition
60—A kind of berry
61—To make knotted lace
63—A city of Canada
66—That chewed twice
68—A Roman emperor who killed himself
70—To recline
71—A river of China
72—A famous French illustrator
73—An animal of the Far North
75—To go in 77—A domestic animal
78—To disrupt
79—An ancient country near the Persian gulf
80—A kind of flower
81—Overly supplied 82—To deserve

Vertical.

1—An exclamation found in proverbs
2—Burden 3—To conclude
4—To behave 5—To bow
6—A widow
7—A place of restraint
8—Again 9—To cover
12—Concealed
14—Poetic for above
15—A period of time
17—A money introduced into England by the Danes
19—Part 20—Slang for potato
22—A device for marking a channel
24—Too 26—Wandering actors
27—New land
28—A famous Scotch author
30—To sink in the middle
32—A high priest mentioned in Samuel
33—Capital of a Balkan country
34—To sprinkle
35—Made a mistake 36—Devoured
38—Musical term meaning slow
39—Divisions of time
41—A division of a play
42—To occupy a chair 48—To rent
51—Corroded 53—A domestic animal
54—A device for telling time
56—A biblical man's name
57—To rain hard
59—A kind of willow 60—Flew
61—Having a slight color
62—Possessive pronoun (old form)
64—Knowledge 65—Article
66—Part of a gear wheel
67—City in Holland whose name is used to specify color
69—A kind of grain
72—A round top of a building
74—A low island 77—A kind of meat

The solution will appear in next issue.

Solution of Puzzle No. 66



O. B. DRY GOODS STORE

5034 NEWPORT AVENUE OCEAN BEACH, CALIF.

MEMORIAL DAY SPECIAL!—Children's heavy ribbed cotton BATHING SUITS, in navy and red, navy and white, and black and orange, in sizes 30 to 34, priced for Saturday at, each .....60¢

Men's, Women's and Children's All-wool "SWIM EASY" suits will be reduced to cost price—Saturday only.

CLASSIFIED ADS

ONLY A DIME A LINE
CASH TERMS
Rates, 10 cents per line, averaging 5 words to a line. No advertisement for less than 30 cents, all payable in Advance.

HANDSOME Antique Walnut Bed Room suite, 8 piece, worth $750—for quick sale, $300. No. 726 Ormond court, Mission Beach.

COLLIE—Child's ideal pet; no finer gift; valuable; owner must sacrifice—cheap—726 Ormond court, Mission Beach.

PAINTING; inside finishing and decorating; absolutely first-class work. WAGNER, 5049 Narragansett ave. Phone Pt. Lowa 193.

CHURCHES

CHRISTIAN SCIENCE SOCIETY
1965 Abbott Street, Ocean Beach

Services are held as follows:
Sunday morning at 11 o'clock.
Sunday School, 9:45 a. m.
Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH OF OCEAN BEACH
DeFoe Street at Santa Monica Ave
Rev. W. S. Dunn, Pastor

Bible School at 9:45 a. m.
Young People's Societies 6:45 p. m.
Morning worship at 11 o'clock.
Song service at 7:45 p. m.
A cordial invitation is extended to all to attend these services.

CATHOLIC CHURCH
Cor. DeFoe St. and Saratoga Ave.
Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30; Evening service, 7:30; Sunday school, 9:30 a. m.
Week Days—Service at 8:00 a. m.
At Roseville, Sundays—Service at 10:30 a. m.; Sunday school 11:30 a. m.

UNION CONGREGATIONAL CHURCH
(Corner Defoe Street and Santa Monica Avenue)
Sunday School at 9:45 a. m.
Morning worship at 11 o'clock.

Please mention The Beach News in your dealings with the patrons of our advertising columns.

TRINITY MISSION EPISCOPAL
Sutcliffe Bldg., 1955 Abbott Street
Rev. George Wallace, D.D., Pastor.

Sunday school at 9:45 a. m.
Morning service at 11 o'clock.

"YOUR DRUGGIST IS MORE THAN A MERCHANT"

The druggist is not a mere seller of wares. He is the doctor's ally in ministering to the sick. He is specially trained to dispense potent medicinal substances. He is a well-informed chemist. He is a neighborhood necessity. It is to that end and for that reason you should patronize your local druggist in your daily needs and wants. "Your Druggist is more than a Merchant."

TRY THE DRUG STORE FIRST.

Kraft's Drug Store

Cor. Bacon St. and Newport Ave., Ocean Beach
Two phones: Point Loma, 194—Point Loma, 411

KIERSTEAD'S Service Station

* * * * *
P. A. KIERSTEAD, Propr.
* * * * *
Voltaire and Cable Streets
Ocean Beach

100% JULIAN PRODUCTS
GAS
OILS
GREASES
BATTERIES RE-CHARGED
Special "Boyce-Ite" Service

Announcing Change in Ownership

SMITH'S SHOE SHOP on Newport Ave., Ocean Beach is now under the personal direction of

JOHN KIDWELL

Expert Shoe Repairing of All Kinds

SEE ME BEFORE YOU BUILD

See your home before you build—and know what it will cost. I will work out and explain to you any detail of design or construction. Among our hundreds of plans you will find every detail of the home of your dreams, pictured exactly as you have imagined it. Let me help you.

Construction—Contracting—Building
Engineering — Plans — Specifications

Joseph C. Kelley

General Contractor and Builder
2341 Brant Street, San Diego
Write or phone 66144 between 5 and 6 p. m. any evening.
Estimates furnished—contract or day work

Phone Pt. Loma 29.

BUNGALOW GROCERY

E. H. WICKERN, Prop'r.
Cor. DeFoe and Niagara Ave.
FRUITS and VEGETABLES

SPECIAL
Large can of Peaches 25c
Large Can of Apricots 25c
Large Can of Cherries 30c
Jellies, Fruits and Canned Goods

KEEPING WELL

WHAT EVERY WOMAN WANTS

DR. FREDERICK R. GREEN
Editor of "HEALTH"

EVERY woman wants a good complexion.

Everyone can not be beautiful because beauty is made up of many factors.

If your nose is Irish instead of Grecian, you can't change it. If your mouth is too large, it can't be helped.

But you can make the best of the face that God gave you. If you have beautiful features, so much the better. If you haven't, you can at least have a beautiful skin.

There is no other one item that is so important for attractiveness and good looks as a good complexion, neither is there anything to which the average woman devotes so much time and money.

Witness the business done by beauty parlors and the widespread advertising of facial creams, bleaches and powders.

But a good complexion is like health. You can't buy it in a bottle. The skin is the largest organ in the body. It will be good or bad, attractive or repulsive, just in proportion as the body is clean and healthy.

Much can be done by intelligent care and effort to improve your complexion and to make it as attractive as possible.

The most important factor in securing or preserving a good complexion is good digestion. The woman who eats the wrong kind of food, who is unable to digest her food, or whose body is saturated with poison absorbed from the intestinal tract will have a thick, muddy, oily and unattractive skin, no matter how much she may spend on external beautifiers.

No one can have a clear, fresh skin without a plentiful supply of good, clean blood and this can only be secured by good digestion and elimination.

Proper diet is the first essential.

The woman who eats highly seasoned, rich foods, heavy desserts, and quantities of candy can not have a good digestion.

A simple diet of moderate quantities of meat, plenty of well-cooked vegetables and cereals, an abundance of fresh fruits, and above all, plenty of pure water, is necessary for a good digestion and thorough elimination.

Kodak Films—Froide—Bacon St.

The Blue Bird Says

The planet Saturn has ten moons, but we still have the most moonshine.

Morals are not growing worse—only different.

Autumn is the time when the leaves fall and prices rise. Spring is the same, only the leaves don't fall.

It is impossible for a man to raise grapes nowadays without being suspected of ulterior motives.

It's lucky when they filmed "The Ten Commandments" that the censors didn't cut out four or five of them.

Two men named Diamond are on trial in New Orleans for murder. They must be those famous rough diamonds we have heard so much about.

After reading about the accidents, we believe our citizens are now divided into two classes: the careless and the careless.

German-made shoes are said to be slow in finding foreign markets. But who wants to be in Germany's shoes?

Another thing that America should produce at home is population.

Copyright 1925, John B. Purcell.

O. B. POLICE SUB-STATION
Abbott St., near Santa Monica Ave.
Phone Point Loma 4

Sergeant Geo. W. Churchman; patrolmen, R. G. Little and H. C. Kluge.

SAN DIEGO
Army and Navy Academy
Prep for College, West Point and Annapolis—Enjoys University of California's Highest Scholastic Rating
THOROUGH MILITARY INSTRUCTION
CHRISTIAN INFLUENCES
LAND AND AQUATIC SPORTS ENTIRE YEAR
Located on Ocean
Phone, Pacific Beach 172
COL. THOS. A. DAVIS, Pres.

Phone Point Loma 501
GRACE Apartments
AND ROOMS
Mr. and Mrs. Calvin Boyd
5067 Niagara Ave., O. B.

Phone, Point Loma 259-J
E. K. BURDETTE
PLUMBING
Contracting, Estimating, Jobbing
2005 Bacon St. Ocean Beach.

SUDS AND DUDS of the POINT LOMA LAUNDRY

POINT LOMA LAUNDRY
Phone, Point Loma 378.
LAUNDRY CALLED FOR AND DELIVERED.
IF IT'S LAUNDRY WORK, WE DO IT!
Rough Dry,
Semi-Finish and Finish Work—

Ocean Beach CLEANERS
Phone Pt. Loma 30-J

Phone, Point Loma 54
Henry C. Seebold
PLUMBER
1874 Bacon St., Ocean Beach
Reg. No. 135
Repair Work a Specialty

Ouch!

I wish the boss would heal that collar gall with
DR. LEGEAR'S ANTISEPTIC HEALING POWDER
A soothing remedy for saddle and collar galls, barb wire cuts and many sores on livestock. Apply freely from the handy sifter top can. Heals quickly. Keeps off the flies.
Satisfaction Guaranteed or Money Back

IF YOU HAVE
HOUSES FOR RENT
Classified Ads Get Quick Results.
WE CIRCULATE

Prosperity!—Feel it, talk it, know it—Advertise!

Katherine's "Kollum"

By MRS. KIRK SMITH
Phone Point Loma 17

MISS EVELYN MONISE CHOSEN QUEEN OF FEAST AT ROSEVILLE

The Portuguese residents of Roseville, La Playa and vicinity are making extensive preparations for their annual week of feasting, which began Thursday of this week. Three steers are being barbecued, and daily feasts and dances held in the local hall. On Sunday there will be the usual elaborate procession, with music by the Municipal Band, from the hall to the chapel on Evergreen street, where High Mass will be sung by Rev. Father Foley. Then the important feast of the occasion will be held at the hall, where several hundred people from the Point, Ocean Beach, San Diego and many out of town guests will be served. Mr. Manuel S. Monise is in charge of all arrangements and little Evelyn Monise is to be queen of the feast.

BENEFIT DANCE

Mrs. Manuel S. Monise and Miss Mary Medina, assisted by the ladies of the S. P. R. S. I. gave a dance at the Portuguese hall for the benefit of the widow of Albert Machado who was recently killed by a train near El Centro. Mrs. Machado has three small children, the eldest only four years old. The ladies cleared about $82.

Mr. and Mrs. Edgar F. Hastings entertained Miss Anna M. Spring and her companion, Miss Chiavaloni at dinner on Thursday evening. The invited guests were Mr. and Mrs. James H. Bamberry and Mr. and Mrs. Dave Millen. Miss Spring is leaving for her eastern home in Pittsburgh, Pa.

Greeting Cards—Froide—Bacon St

Mr. and Mrs. W. F. Agan of Valtaire street will leave today on a two weeks' vacation trip.

MISS STRUBLE ARRIVES

A daughter was born to Mr. and Mrs. Carl C. Struble, 5073 Saratoga avenue, May 18.

Mr. W. D. Feigley of 4921 Voltaire St. is building a double house alongside of the one just finished.

Mr. and Mrs. Kenneth W. Crosby, of Boston are having a residence built at the corner of Muir and Guizot streets to cost $4200. Mr. Hawk is the contractor.

Mrs. Ida Sullivan is having a large house built on the corner of Muir and Cable streets. Mr. Evans is the contractor.

Faber's little cash grocery on Newport avenue, is remodeling into a self serving store. Here will be, where you can pick out your own groceries at your leasure time, detailed announcement will be published in the Beach News in a short while. Ocean Beach Grocery and Cash and Carry No. 3, will close today at 12 o'clock.

You'll Like "LOMA LORE" series. Subscribe to "The Beach News."

TRAVELING EAST BY AUTO

Mr. and Mrs. T. A. Spencer of New York City, who with their three little daughters have been spending some weeks with Mrs. Spencer's sister, Mrs. Walter M. Robertson of Evergreen street, are planning to return to the east starting on June 1. They will drive across the continent, stopping at the national parks and other points of interest en route. They expectq to be traveling for several months.

VISITORS GO NORTH

Mr. Harry McKillip, District Attorney of Seward, Nebraska, who with Mrs. McKillip has been visiting Dr and Mrs. B. F. Stanwood of Cabrillo Terrace, has gone to San Francisco for a brief sojourn.

THE BEAUTY SHOP
Phone Point Loma 193.

The Thursday Sewing Club will be entertained on June 4, by Mrs. Joe Lial of Ocean Beach at Mission Beach where a picnic lunch will be served.

Miss Ada Porter, of St. Louis, Mo., who has been visiting Dr. Lena Creswell at 4920 Niagara avenue, returned to her home last Thursday.

C. J. Blohm recently sold his residence at 4836 Del Monte avenue to Mrs. B. Bliss who is preparing to make extensive improvements on her new place.

Ladies if you are in need of dishes stop in at Reid's Hardware store, corner Newport avenue and Bacon street. They now carry a full line of "the" all white and the gold band dishes by sets or by piece. Look them over.

Mr. and Mrs. F. C. West of 2069 Ebers street moved to San Diego this week.

Mr. and Mrs. Young who formerly resided on Udall street, have moved to Mission Hills.

PAVING PROTEST REJECTED BY COUNCIL

The San Diego Electric Railway company is not obligated to pave the center section of Voltaire street, Ocean Beach, according to an opinion rendered to the council this week by the city attorney.

It is ruled that when the paving was ordered, exception to the center of the street was made, and that such exception holds good.

A. G. KINGSBURY REALTY CO.
OCEAN BEACH SAN DIEGO CALIFORNIA

Home-sites $100 to $6000
Get off Trolley at Del Monte Ave.

Mr. Ralph S. Cole and sister Miss Ora Godfrey Cole, old friends of Mr. and Mrs. John Davidson in Buffalo, N. Y., motored down from their present home in Sherman, California, for the week-end.

Mr. and Mrs. Walter Hume and daughter Christy are planning an extensive auto trip to Washington. They expect to be gone about a month.

Scout troop 29 of Ocean Beach school, has the record of being the star training troop in the San Diego council.

Scout troop 59 of Pacific Beach, has applied for recharter. The troop will be in charge of Scoutmaster P. C. Eldridge and will meet Friday evenings in the Ladies' Reading club. Messrs. J. W. Millar, C. L. Pratt, H. A. Hodge, C. S. Clarke and H. L. Owen will comprise the troop committee.

Mr. and Mrs. S. C. Payson who have been visiting their son in Washington have returned to their home on Ibsen street, Loma Portal.

J. D. MANSEAU
General Contractor and Builder
Now building the NEW STRAND THEATRE on Newport Avenue, Ocean Beach; the Standard Mattress Factory on Kettner Blvd., and the Hazzard Bldg., Ninth and F Sts., San Diego.
Shop and Residence, 3758 Cottonwood Street
Mail Address: R. R. No. 3, Box 404 San Diego, Calif

It's Not Far to a FABER Store

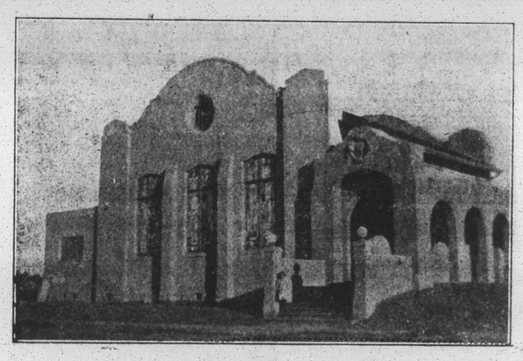
FABER'S Ocean Beach Grocery
5008 Newport avenue Phone Pt. Loma 48

Faber's Little Cash Grocery
5021 Newport Ave. Pt. Loma 129

Faber's Cash & Carry No. 3
2119 Bacon St. Phone Pt Loma 248

Faber's Cash and Carry No. 4, Mission Beach
* * *
WHY TRADE ELSEWHERE
WE CARRY THE BEST AND SELL THE CHEAPEST
TRADE AT HOME AND SAVE MONEY

It's Not Far to a FABER Store



FIRST BAPTIST CHURCH
Santa Monica and De Foe Streets, Ocean Beach, Calif.
REV. WALTER S. DUNN, Pastor
Sunday School, 9:45 a. m. Mrs. Annie Mulville, Superintendent.
Hours of Worship, 11 a. m. and 7:45 p. m.
Young People's Meetings, 6:45 p. m.
Mid-week Services, Wednesday, 7:30 p. m.
OUR WELCOME
To all who are lonely and need companionship; to all who pray and need help; to all who have sinned and need forgiveness; to all who have failed and need strength; to all who love the Lord and wish to praise His name; to all who have been blessed and wish to be a blessing to others; to these—and to whosoever will—This Church, in the name of the Master, opens wide its doors and bids you
"WELCOME."

AT THE NEWPORT SHOPPE
Dry Goods, Ladies' and Men's Furnishings, Shoes, Bathing Suits, Notions and Toys.
SPECIAL SALE, Saturday, May 30, on Yard Goods for Dress Materials, Voiles, Pamico Cloth, Pongees, Tissue Ginghams.
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Burden or Joy?
Life is too sweet to have the burden of the weekly washing disturb the serenity of the home.
Rough Dry Wash solves the problem and it's cheap, too.
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Complete Line of
REPLACEMENT PARTS, TIRES
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Have Your Auto Lights Properly Adjusted by Experts in Conformity With State Law.
AUTOMOBILE REPAIRING
BEST EQUIPPED FOR SERVICE Two Blocks East of Dance Pavilion

Dancing Every Night and Sunday Afternoon—Except Monday
BENBOUGH'S OCEAN BEACH DANCE PAVILION

Buy Beach Property Now!

BEACH BATHING SUIT STYLES FOR 1925

SLY MR. FOX

MR. FOX was very much interested in Mr. Kingbird. He wanted to know more about him. "Does Jimmy Crow always fly away when he sees you?" he inquired.

"Unless it happens to be a Mr. Crow who is very inexperienced," replied Mr. Kingbird, lifting his crest at the thought. "Sometimes a Mr. Crow will be foolish enough to think he can scare me, but he soon learns to his sorrow that I am a born fighter. My wings and my tail, he finds out, were made to help me protect my wife and family."

"Well, can you really pick out the

Jimmy Crow Had Given Warning.

drones from the other bees?" asked Mr. Fox.

"That is what some books tell about me," replied wise Mr. Kingbird.

"But why do you select the drones? Is it because they haven't a sting?" inquired Mr. Fox.

"Perhaps," answered clever Mr. Kingbird, "but you know, don't you, that while the drones live on honey, they do not take any home. They are not of much use. The workers are the bees that keep things going in the hives."

Mr. Fox had to be satisfied with this answer to his questions, and so he changed the subject. "You said that some books said that you were a tyrant. Are there others that treat you better?"

"Yes, indeed," was the reply. "Some books say that I only give battle when there is just cause and that I am not a bully as others claim that I am.

"Some books print things about the way I bully smaller birds and plague them just for the fun I get out of it. They say I swoop down upon them from a high place and strike them on the head or back of the neck and then dart back like a flash, and that I never make a fair hand-to-hand fight.

"You saw Jimmy Crow, Mr. Fox. Did he try to fight me? No indeed, he just turned and flew away. I had to chase him to make him keep away from my nest, and that is the way it is. You see, I get blamed for things I never do, and am called names I do not deserve.

"But some of the books tell the truth about me and say I do a great deal of good—that while I do eat bees, it has been found that most of my diet consists of insects that Mr. Man is glad to get out of the way."

"Well, if you never do anything else," said Mr. Fox, "you can scare Jimmy Crow, and that, in my opinion, is enough to make you a king."

Mr. Kingbird did not answer, for at that moment he spied Jimmy Crow or one of his brothers or cousins coming toward his home tree, and away darted Mr. Kingbird to show he was still on the watch.

The next time Mr. Fox saw Jimmy Crow, he said: "I saw you the other day, Jimmy, but you were in too much of a hurry to see me. You seemed to be going in the same direction that Mr. Kingbird was going, only you were ahead, Jimmy. Did you happen to see him?"

Jimmy Crow cocked his head to one side and gave a loud call. Mr. Fox darted away under the bushes. Jimmy Crow had given the warning that means to all who hear it. "There is a fox about, look out!"

Presently Jimmy stopped his cries. "He is a sly one, he is," said Jimmy to himself, "always seeing things you don't want him to. Now I wonder where he was on that day when I started to call on the Kingbirds. Just going to pay them a little visit, was all I was going to do.

"Well, I can send Mr. Fox running any time. I tell folks he is about." Off flew Jimmy cawing as if he wasn't afraid of a thing in the world; but then he knew that Mr. Kingbird was not anywhere around just then.

(© by McClure Newspaper Syndicate.)

Miss Anna May Wong

This charming little Chinese girl has hosts of admirers. She is a "movie" star, and has been seen in a number of pictures in America the past few months. She adds the Oriental touch to any part she plays, and that to the satisfaction of her many friends.

TOGS FOR THE FLOWER GIRL; BRIDE'S SUMMER TROUSSEAU

FROM the pictorial viewpoint, almost as important as the bride herself is the little flower girl who attends her. Since the mission of this adorable miss is to "add to the picture" not only must she be befrocked in charming fashion, but she must contribute in her costuming a harmonious note to the color symphony expressed in the wedding scene.

In the fashioning of a winsome frock for the little flower maiden, as with the artist who produces a lovely picture, it is not the medium used to produce the masterpiece, but is genius that counts. Which applied to the styling of picturesque costume for the tiny flower attendant means that the modest home dressmaker who has the fire of imagination within her and the cunning to do will create a frock of as enchanting grace for the wee flower girl from inexpensive yet colorful cotton voile or organdie as will Madame-of-renown who insists on using only fabrics most costly.

This is especially true in regard to the exquisitely colorful voiles shown this season. They come in loveliest flower colorings, sheer unto the point of transparency. Best of all they are washable, they cost but a few cents a yard. As to effectiveness, not even the most expensive silks can surpass them. While the beautiful little dress in the picture was fashioned of peach-colored silk crepe, it would be just as attractive developed of sheer voile or organdie. It is the clever placement of the narrow valenciennes lace ruffings which gives it charm, together with an inset of wider lace.

A unique collar effect forming streamers at the back of the neck, which float out like butterfly wings, adds charm to the flower-girl frock.

Carrying a large leghorn hat filled with roses adds a picturesque feature to the tiny tot's costumes.

The season of the bride and her trousseau is upon us. Therefore are the ateliers of the most famous couturiers, likewise the workrooms of the humblest seamstress and home dressmaker buzzing with pleasurable excitement. Under the magic spell of radiant brides-to-be, who flutter in and out giving their joyous orders, genius becomes inspired to create raiment of transcendent loveliness.

Helps the Wedding Picture.

Assuming that the hope chest is filled to overflowing with dainty lingerie and lovely bits of finery, and that the bridal gown and veil are safely reposing ready for the supreme moment midst orange blossoms and tissue paper wrappings the next logical number on the trousseau program is the "going away" costume. What shall it be? An ensemble of course, consisting of frock and coat to match. Since it solves, not only a dress problem, but that of a wrap as well, it behooves the bride-to-be to give most careful forethought to this all-important ensemble costume.

Material? That depends—of course if one is going to motor across country or indulge in outdoor sports then flannel, kasha cloth, fine wool twill or things knitted are the proper thing and the two-piece jumper suit superbly tailored is recommended, with a long coat to match. If, however, one wishes to begin the journey in a costume of simple elegance, yet of more formal aspect, why not choose one of the new stylish silk weaves? The mode enthusiastically endorses crepe faille, crepe satin and bengaline.

The model in the picture suggests a delightsome honeymoon costume. The fact that it is crepe faille silk makes it ideal for summer time wear. In either wood-brown or navy blue, one might tastefully develop this ensemble. The simplicity of the coat insures a practical wrap with other frocks as well as with the one it complements. The manner in which the embroidered pocket-like panel holds the fullness of the skirt in place, is unique.

Ensemble of Crepe Faille.

JULIA BOTTOMLEY.

(©, 1925, Western Newspaper Union.)

Daddy's Evening Fairy Tale

By MARY GRAHAM BONNER

WESTERN NEWSPAPER UNION

THE BOY POLICEMAN

He was a splendid boy of about nine years of age. He had straight legs, straight shoulders, clear gray eyes.

One of his best friends was a policeman. The policeman was a very busy man, for he stood in the center of the street and directed the traffic.

When he held up his hand the automobiles and trucks and wagons all stopped, and when he waved for them to come on, they came on.

The boy's name was Richmond, though, "for short," he was always called Dick.

The policeman always called him Dick, and Dick always called the policeman Mr. Policeman.

Dick had to cross that street when he came from school, and when he went to school, where Mr. Policeman stood. No one was nervous crossing a street where Mr. Policeman had charge of the traffic.

Mr. Policeman liked all the boys and girls who came and went to school, and he helped them all across the street. But Dick was his particular favorite.

Dick liked Mr. Policeman more than anybody else did, even though the others liked Mr. Policeman so much.

Dick quite adored him.

Mr. Policeman was so big and so strong. His chest was so broad and so splendid. His face was ruddy and handsome. It was a face that could look so stern when some one drove his automobile carelessly. It was a face that could be all smiles when the boys and girls were to be seen ready to cross the street.

Mr. Policeman's arms were so commanding. Every one obeyed Mr. Policeman's arms.

One felt so small beside Mr. Policeman. But it was nice to feel small be-

Dick Blew the Whistle.

side so big and magnificent a man Mr. Policeman was very brave.

He had been awarded several medals, but Mr. Policeman never talked about anything fine that he did.

Dick was full of excitement one day. His ninth birthday had arrived and he had been given a bicycle. He was anxious to tell Mr. Policeman about it.

So when he went to cross the street with the others he stopped a minute longer than usual to whisper to Mr. Policeman that he was nine years old, and that he had a new bicycle.

Mr. Policeman told him to wait. He helped the other boys and girls across the street while Dick stood in center with the traffic stopped at either side. Then Mr. Policeman came back.

"You're big enough to direct the traffic for a little while," Mr. Policeman said, "now that you are nine years old."

He gave Dick the whistle that was around his neck and told him to blow it.

Dick blew the whistle and waved his arm for the traffic to come forward, and put his other hand in the opposite direction for the traffic to stop, just as Mr. Policeman told him to do.

All the automobiles obeyed him. All the traffic stopped when he commanded them to stop, and came on when he told them to come on.

They saw him stand by Mr. Policeman's side They saw him blow the whistle himself.

They saw him, only a boy of nine years, but they obeyed him as he stood by Mr Policeman's side.

Mr. Policeman looked down upon him with admiration in his eyes.

"A pretty good assistant, I'll say," was Mr. Policeman's most flattering remark.

A few minutes later Dick went on to school, and once more Mr. Policeman took charge of the traffic.

But for a few moments Dick had been the one they had obeyed.

It had been a pretty good way to begin one's ninth year.

Puzzles

Which fish is like an airman? A flying fish.

* * *

Why do the cliffs frown? Because the sea waves.

* * *

What are the oldest tops in the world? Mountain tops.

* * *

Where did yesterday go? Where today is going tomorrow.

* * *

What vegetable is like the blind? The potato—it has eyes but cannot see.

* * *

Why is E the busiest letter in the alphabet? Because it takes part in everything.

The Why of Superstitions

By H. IRVING KING

LADY-BUGS, NEW CLOTHES

IF A lady-bug lights on your hand it means a pair of new gloves, if on your dress a new dress, if on your shoes a new pair of shoes, etc. This, according to the journal of the American Folk-Lore Society, is a common superstition in Massachusetts and Upper Canada. The genesis of it is easy to discover. The lady-bug was the especial pet and representative of the Norse Goddess Freya, the goddess of fruitfulness and the dispenser of good gifts.

To this day the Scandinavian and North German farmers look for good crops when they see the lady-bugs unusually plentiful, and Teutonic and Norse mythology and folk-lore is full of good words regarding the spotted, little, winged insect whose markings are said to be those of the sun, in which radiant orb, according to one version, Freya had her home. From the attributes assigned to Freya it would appear that her worship was compounded of sun-worship and of the worship of the procreative forces of nature. At any rate she was bounteous in her bestowal of good gifts, and so when one of her bright little representatives alights upon any article of clothing you are wearing, it naturally indicates that the beneficent goddess is going to make you a present of a new garment of the same description.

(© by McClure Newspaper Syndicate.)

A LINE O' CHEER

By John Kendrick Bangs.

TRUTH

"HANDSOME is as handsome does!"
So the ancient proverb goes,
And it's true as true can be—
True of you, and true of me—
And what's more I hope that you
Will believe it's also true
In this world of Will and Won't,
"Handsome ain't as handsome don't!"

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"What's in a Name?"

By MILDRED MARSHALL

Facts about your name; its history; meaning; whence it was derived; significance; your lucky day, lucky jewel

NINA

THOUGH Nina has a typically French sound, the name is regarded as English. However, it came to us through the French by a lengthy process of evolution. The Hebrew Chanaach was its earliest source and from this word it derived its significance of "grace."

Through the English Hannah, it came to France as Anne and was soon given the diminutive, Annette. As Nanette, it appeared simultaneously, but the French love of variety changed the latter form to Nanon and finally Ninon.

The beauty and fame of Ninon de l'Enclos, superwoman and court "vamp" in the reign of Louis XIV, spread her name afar. It became almost a synonym for charmer and the maids of several countries coveted it. But Ninon is too Gallic for English ears, so, in its transportation across the channel, the ending underwent a change and Nina was the final result. It has enjoyed extraordinary vogue in this country.

The diamond is Nina's talismanic gem. It is the emblem of fearlessness and invincibility and promises its wearer success in all undertakings and freedom from misgivings. According to an old superstition, it enhances the love of a husband for his wife. Sunday is Nina's lucky day and 3 her lucky number.

(© by Wheeler Syndicate.)

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YOUR HEALTH

By ANDREW F. CURRIER, M. D.

ECZEMA

IT IS only since the time of Hebra, the great Vienna dermatologist, that this disease of the skin has had a scientific basis; before that, almost any skin disease about which a doctor was uncertain he would label "ec-zema" or "salt-rheum" or "tetter."

If on the head of a child, it was called "scald head" or "milk crust." Eczema comes in a hundred forms. It is the skin crying out from bad treatment.

It is constitutional, or it may come from local irritation of any kind and may be present at any period of life, alike in males and females.

When constitutional, it spells weakness or bad nerves or poor nutrition or some fault in taking up and assimilating the food.

It may also be distinctly an inflammatory disease, lasting a few days or an indefinite period with symptoms which may be mild or severe.

The common symptom is burning or itching, which often is worse at night.

The more one scratches the skin, the worse the eruption becomes. Frequently there is a watery or sticky discharge, and when this dries it may thicken or cake in scales, lumps, and crusts.

If this crust is removed, the underlying surface will be found fiery red and will bleed freely.

Often there are cracks in the skin which are sore and painful and heal slowly, especially in cold weather.

There may be merely a reddened surface, dry or moist, scaly or crusty with a crop of pimples.

But these pimples may become blisters which coalesce and cover a large area.

If the fluid in these vesicles becomes purulent one may have a sore which may discharge indefinitely.

When on the face and scalp it may be very easily mistaken for erysipelas.

Eczema may occur on any portion of the body, or it may involve every inch of the skin and the treatment of such cases is very difficult.

In treating it the cause must be found and removed if possible, moisture and air must usually be excluded from it and it must be protected by ointments, dusting powders and bandages, but seldom by lotions and watery fluids.

The bowels must be kept open and when the eruption has healed, hot, cold, or carbonic acid baths may be used. Acid fruits, shell-fish, tomatoes and any other food that is irritating must be omitted, also alcohol and tobacco.

Good dusting powders are talc, dry wheat flour, bismuth or zinc. Tar, zinc or lead are often used in ointments for eczema; and tonics, including iron, quinine, strychnia, arsenic, and cod-liver oil are frequently of service. Exercise must be regulated and the general condition improved.

(Copyright by George Matthew Adams.)

Knot in Boundary Line

The northern boundary of Minnesota was settled by the treaty of Ghent terminating the War of 1812. By it the Lake of the Woods was to be the northern boundary. At the time it was supposed that there were many rivers flowing from the lake eastward, and the United States was to have the land drained by them. When the actual survey was made it was found that there were no rivers flowing eastward, and so because of the intention and after many surveys had been made and a commission appointed to settle the matter, the small piece of land called the Northern peninsula was ceded to the United States in 1873 and the question finally settled by the United States and England in 1877.

Beauty Parlor for Insane Patients

Showing the newly opened beauty parlor in the women's quarters at the State Hospital for Insane, at Kankakee, Ill. It is believed that improving their personal appearance will have its effect upon the depressed patients.

Population Is Now 114,311,000

Bureau of Economic Research Estimates Gain 1,500,000 a Year.

New York.—The population of continental United States reached a new high total of 114,311,000 on January 1, 1925, according to estimates by the National Bureau of Economic Research.

The estimate was reached by a study directed by Dr. Willford I. King of the bureau's research staff as a part of the bureau's general and continuing investigation of income in the United States.

The gain in population in the United States during the year 1924 was 1,627,000, according to these estimates.

Of every five persons added to the population here last year, four were born here and only one was an immigrant. The far-reaching effect of the new immigration law is demonstrated by comparison of last year with 1913, when immigration added almost exactly the same number to the population as did births.

Last year's gain was less by approximately 100,000 than the average annual gain of the last five years. The greatest increase in population in any one year since the war was in 1923, when the addition was 1,996,000. The biggest of all years was 1909, when the population total jumped by 2,173,000.

315,000 Immigrants Last Year.

Net immigration to the United States in 1913 was 952,000. Last year it was 315,000. The greatest immigration year since the war was 1923, when the net increase due to immigrants was 747,000. Increasing stringency in the administration laws is mainly responsible for the falling off in 1924 as against 1923.

The official census figures of 1920 placed the population of the country at 105,711,000. Unofficial figures published in Washington recently estimated that the population of the United States on July 1 of this year would be 113,500,000, or nearly a million less than the estimate of the bureau.

The bureau gives the following figures on the net immigration to the United States in the years since the war:

1919	13,000	1922	278,000
1920	446,000	1923	747,000
1921	231,000	1924	315,000

The statement continues as follows:

Since 1911 the number of deaths has tended to remain constant, while births have increased by nearly 11 per cent and the population has grown by some 21 per cent.

Of the total population, 38 out of every 100 persons are engaged in some gainful occupation—that is, working for a direct money income.

The study of population growth was made by Dr. Willford I. King of the bureau's research staff, as a part of the bureau's general and continuing investigation of income in the United States and its changes from year to year.

The estimated increase in population in each year since January 1, 1909, is as follows:

Year	Number	Per Ct.
1909	2,173,000	2.43
1910	1,635,000	1.79
1911	1,293,000	1.39
1912	1,686,000	1.78
1913	2,069,000	2.15
1914	1,497,000	1.52
1915	1,345,000	1.35
1916	1,535,000	1.52
1917	1,262,000	1.23
1918	672,000	0.65
1919	1,187,000	1.14
1920	1,701,000	1.61
1921	1,723,000	1.60
1922	1,553,000	1.42
1923	1,996,000	1.80
1924	1,627,000	1.44
Total for 16 years	24,954,000	
Average for 16 years	1,560,000	1.55

The greatest percentage growth, according to the foregoing figures, took place in 1909 and the smallest in 1918, a year of war and of influenza epidemic. The year 1923 shows one of the peaks of the period, while 1924 is slightly below the average, the change from 1923 being due to the falling off in immigration.

The number of births since 1909 has been a little less than double the number of deaths, but the figures indicate that during the last five years the ratio of births to deaths has almost reached 2 to 1. This ratio has changed materially since 1911, a year which was about normal. In that year the number of births was apparently some 2,389,000, while the number of deaths was about 1,328,000. In 1924, thirteen years later, the number of births appears to have increased by more than a quarter of a million, while the number of deaths was approximately unchanged. Since 1911 the number of deaths has tended to remain constant, while births have increased by nearly 11 per cent and the population has grown by some 21 per cent. The death rate, in other words, has fallen faster than the birth rate. The death rate has been persistently low during the last decade except in the last half of 1918, the first half of 1919 and the first half of 1920, in which periods the severe epidemic of influenza levied a heavy toll. This low death rate has been responsible in no small degree for our rapid gain in population.

41,000,000 Births in Sixteen Years.

"During the last sixteen years," says the bureau, "there occurred in the United States over 41,000,000 births and approximately 22,000,000 deaths. It appears, therefore, that the gain in population from excess of births over deaths was something over 19,000,000, or more than three times the increase in population due to immigration. The chief cause of increase in population in the United States, therefore, is not immigration, but rather the fact that more people are born than die."

The figures of the bureau on the year-to-year increase since 1909 are as follows:

1909	89,357,000	1918	103,852,000
1910	91,530,000	1919	104,524,000
1911	93,165,000	1920	105,711,000
1912	94,458,000	1921	107,412,000
1913	96,144,000	1922	109,135,000
1914	98,213,000	1923	110,688,000
1915	99,710,000	1924	112,684,000
1916	101,055,000	1925	114,311,000
1917	102,590,000		

The gainfully occupied constitute about 38 per cent of the population, the remaining 62 per cent being almost equally divided between children and adults. The proportion of the population gainfully occupied increased noticeably during the war period, but had returned by 1924 to approximately the same percentage prevailing in 1909.

POISONED SEVENTEEN

Mrs. Martha Wise of Medina county, Ohio, who confessed that she poisoned three relatives and fourteen members of their families by administering arsenic in water. Three of the victims died. Mrs. Wise is the mother of four small children.

Indians Number 346,962; Increase 2,000 a Year

Washington.—Slowly but steadily the Indian population of the United States of America has been increasing. In 1924 the official count fixed the total number of aborigines at 346,962, one-half of them full-blooded. For more than a generation the total has increased at the rate of about 2,000 a year.

Thirty years ago the Indian population dropped for a time below 250,000. It has been estimated that at the time Columbus discovered America there were about 850,000 Indians of all tribes roaming the country. In other words, the present Indian population of the United States is more than 40 per cent that of the original total before the coming of the white man.

Oklahoma has more Indians than any other state—about 120,000. Arizona has 43,000, South Dakota 24,000, New Mexico 20,000, California 19,000, Minnesota 14,000 and Montana 13,000. New York has an Indian population of more than 6,000.

These totals do not include about 60,000 who no longer live with their tribes and are counted in the general population.

Job Pays $8.33

East Rochester, N. H.—As the pay of the police officer in this ward, which is part of Rochester, is only $8.33 a month, it is expected that it will be a hard matter to find a successor to Clarence Pierce. He was elected by the city council at the last election, and has resigned.

PRECAST SLABS FOR CROSSINGS

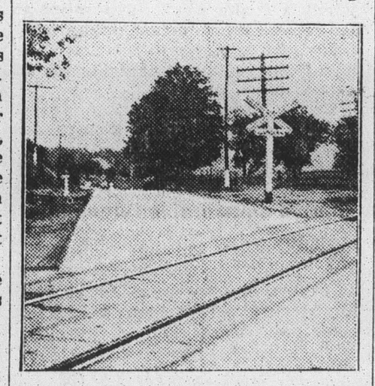
Bumps and Jolts Are Eliminated and Comfort Added to Auto Driving.

Bumps and jolts encountered at a poorly constructed highway railroad crossing make it dangerous from the standpoint of public safety. Such a crossing is very destructive of tires and other parts of the car, and helps to ruffle the temper of the driver. Grade crossings of precast slabs embody those qualities which are sought by both the builder of the crossing and the user of the highway. Such crossings are now serving traffic with entire satisfaction in many sections of the country. Their advantages have been demonstrated by hard usage under exacting conditions.

Adds to Comfort.

The level, easy riding surface is a great addition to the comfort of the highway used. The slabs continue the pavement across the tracks, and reduce the dangers of such crossings as well as adding much to the comfort of motorists, and reducing the wear and tear on their cars. The contribution toward safety alone would justify the installation of such crossings.

From the point of view of the railroad these advantages are important. They point the way to freedom from grade-crossing troubles. Maintenance of ordinary highway grade crossings



Precast Slabs in Railroad Crossing Along Lincoln Highway.

is an item of considerable expense. Most of this is caused by the loosening and destruction of planks by traffic, the necessity of replacing and respiking planks to the ties, and the delay resulting from alternate wetting and drying of planks and ties. By replacing the wood planks with precast slabs, the destruction of ties due to respiking and decay is greatly reduced, and the cost of replacing crossing plank is practically eliminated. The actual cost of installing and maintaining a crossing, however, is usually of less concern to the railroads than the securing of a good crossing. Slabs can be manufactured at points convenient to the supply of aggregates. Common labor, under competent supervision can do the work. The slabs may be cast during the winter or rainy weather when maintenance men would otherwise be idle.

Crossing Easily Moved.

When repairs to the track are necessary the precast crossing can easily be removed. At least two lifting sockets are built in each slab for this purpose. Four men can lift and carry an average-sized slab. On country highways, busy city streets, and heavy traffic driveways in industrial plants, precast slab crossings have demonstrated their worth by years of excellent service.

Check Focus of Headlights

A headlight that is adjusted today may be out of focus tomorrow. A severe bump is liable to throw it out. To keep a check on this, first, be sure a light is properly adjusted; then drive into the garage and stop at any convenient place, noting where. Turn on the bright lights and note the light pictures on the rear of the garage. Then every time the car is driven in or out, an automatic check can be made on the lights. If they have gotten out of adjustment it will save time and worry to fix them at once.

Safety Driving Points

Never speed.

Dim headlights.

Slow down at intersections.

Keep eyes on the road straight ahead.

When going slow, keep toward the curb.

Do not try to pass another machine on the right.

Keep both hands on the steering wheel at all times.

Sure-working brakes are better than a loud horn.

Signal to the rear when the intention is to turn or slow down.

Never take on or discharge passengers without pulling up to the curb.

Slow down when nearing children. It is impossible to tell which way they will jump.

In making a left-hand turn, edge to the middle of the street. Do not make a left-hand turn from the right side of the street.

Old Automobile's Value Is Principally for Junk

Prices of junk metal have increased greatly in the last year. Automobiles of the vintage of three years back and earlier were much heavier than those of today because they contained more metal.

Almost every dealer has stuck away in the corner somewhere an heirloom. It is most likely a car that in an enthusiastic moment he allowed more for in trade than he ever can hope to realize on it. Perhaps at the time of the trade it was worth within $50 or $75 of the allowance price. Since then, however, it has steadily declined in value. Its only value today is that of junk. Now is the time to clean it out. Sell it for what the junk man will give and charge the difference up to experience. The room it occupies if storage had to be paid on it will at the end of six months be worth more than the car. No one wants a car four or five years old that has been lying back in the corner somewhere. Call in the old iron man and let him make an offer. Accept his figure and then thank him for hauling it away.

Internal Friction Is Cause of Heating Tires

It is well known that after a long and fast run the tires of an automobile are found to be very hot, and many have supposed this is the result of the friction of the tire on the road. Such is, however, not the case, at least as to the greater portion of the heat. The real cause of heating is the internal friction of the tire itself, for as the tire is being constantly deflected by contact with the road, the various plies, or layers, which compose the tire, do not act uniformly, and consequently there is more or less motion between them, that results in friction and heat.

The greater the change in shape in tire as it contacts with the road the greater will be the friction. Of course the harder the tire is pumped, the less will be the deflection; but it is evident that while a perfectly rigid tire would generate but little heat it would fail in giving easy riding, so we must put up with some heating and consequent wear of the tire.

Kerosene Hint Given

Despite its many uses, kerosene is also an agency of destruction. If you put it in an oil can that has become a bit rusty at the bottom, it will eat through the rust and ruin the can. If you wash a roll bearing in kerosene it will not dry off properly, thus allowing some of the kerosene to remain and dilute the grease.

Kerosene used to flush out the engine presents the possibility of oil dilution since all of the kerosene used for the flushing will not drain off before fresh oil is added.

Tightening Prevents Rattles

Rattles are due to loose or worn parts. Loose parts are caused by loose nuts, as a rule. If the nuts on the car are tightened now and then, rattles from this cause will rarely, if ever, occur. Worn parts are largely due to neglect of lubrication.

GOOD ROADS

PLAN ROAD SYSTEM FOR FUTURE USE

Kansas must be careful to avoid the mistake of building a state road system to fit present conditions, according to Prof. L. E. Conrad, head of the department of civil engineering, at the Kansas State Agricultural college.

It would be foolish, Professor Conrad feels, to plan the state system for a travel load including less than an increase of 50 per cent in the present number of cars and trucks within the next 10 years.

"Within the past 20 years the character of the traffic on our highways has been almost completely changed, in regard to the vehicle and its convenient economical radius of operation," said Professor Conrad. "In other words, this generation had bequeathed to it a lot of roads which were developed over a period of some 300 years to serve an unchanging traffic, while traffic has, in the past 15 or 20 years, been entirely changed in character."

Professor Conrad predicted that there will be a traffic load of 2,000 cars per day over the 40-mile stretch of road between St. Marys and Camp Funston, within the next 2 years, and that less than half of this traffic will be local.

"This being the case, the improvement should be planned with the view to serving the through, rather than the local, traffic. This view," he thinks, "will seem less unreasonable to local road authorities when they recollect that on most such projects it is possible to obtain at least half of the funds required for the improvement from federal or state aid. This also leads up to the question of whether or not we wish to give up our federal aid in Kansas. Since we will have to handle the traffic, it would seem to me extremely foolish to give up the federal aid."

Many Advantages Follow Installation of Lights

Full return from the vast sums of money spent on highway construction will not be realized until night travel has been rendered more safe than it is at present, according to a number of close students of highways and road development. It is declared by engineers and others who are extending the work of illuminating county roads that much of the solution to the automobile lighting problem lies in the proper illumination of road surface.

Of chief importance among the advantages of highway lighting are the facts that such installations prevent accidents by showing up dangerous curves, reducing headlight glare and showing up obstacles; increase night traffic and thus relieve day traffic congestion; add comfort to night driving by relieving eyestrain; decrease running time, thereby increasing road capacity; help bring electricity to farms by providing pole lines, and increase real estate values by tending to extend cities along lines of highroads and bringing electrical conveniences to remote places.

There are several types of light equipment available for county, state and township officials, that have been worked out by illuminating engineers. The increased efficiency of illuminated roads has stimulated to a great extent the installation of new miles of lighted roads during the past season and an even greater increase is looked for during 1925.

When It Is Economical to Build Paved Highway

One of the most important phases of highway research has been a series of tests for the purpose of establishing how heavy the traffic must be to warrant the paving of a highway. In commenting recently on this subject, Mr. F. R. White, president of the American Association of State Highway Officials, issued the following statement:

"When the traffic on the dirt road reaches 320 tons per day average, then it becomes economical to pave it. In other words, when the dirt road is carrying a traffic equal to 320 cars per day it is economical to pave that road. The savings in the operating cost of a vehicle will pay the interest on the bonds, we will say, that are issued to pay for the roads, and will retire those bonds in a period of fifteen years, paying the whole bill. When the traffic on a gravel road becomes 470 tons per day, it then becomes economical to pave that road, as it will save money. That is the point which, up until the present time, we did not have data to determine. Now we can say with a considerable degree of certainty just when it becomes economical to build a higher type road."

Signs on Lincoln Highway

In view of the exceedingly heavy triffic over the Lincoln highway through De Kalb, Ill., Mayor Kingsley of De Kalb has suggested that signs be erected at every street intersection calling the attention of motorists to the fact that they are about to cross the Lincoln highway. Extreme congestion is expected in De Kalb on the Lincoln highway during the coming season. Practically all westbound traffic out of Chicago passes through De Kalb.

STARVATION FOUND TO BE REAL FOUNTAIN OF YOUTH

New Method of Prolonging Human Life Claimed by Agricultural Department Scientists.

Washington.—The fabled fountain of youth, sought since time immemorial by man in his quest for eternal physical youth, has at last been found. It was revealed by Dr. A. C. Baker, entomologist of the Department of Agriculture, that science, by a process of starvation, has been able indefinitely to prolong lower forms of life. But with the tragic irony of fate, man must wait for added knowledge before the discovery can be applied to his own body.

The experiments have been carried on coincidentally by famous scientists throughout the world, notably Prof. C. M. Child, zoologist of the University of California, and Professor Huxley, grandson of the famed biologist.

"Huxley believes that man is on the verge of a control of life which will make our present control of inorganic matter seem small in comparison," said Doctor Baker.

"Mature flat worms have been starved into physical infancy and then fed back to maturity. The experiment was continued no less than 18 times by Professor Child, who then stopped the work, convinced that his point had been proven.

"This means that one form of life has been artificially made to outlive 18 generations of its kind."

The extreme complexity of the human body as compared with the simple structure of worms and other lower forms of life, halts an application of Child's discovery to man, according to Doctor Baker.

"Man's bones will not shrink with starvation and other features of his anatomy are so complex that a lack of food will cause death rather than a return to physical youth as in the case of more simple structures," he said.

Huxley experimented with shell-shocked soldiers and cites one case where the patient relapsed into mental childhood, requiring infants' food and a nurse's care and was obliged to reacquire all of his former intelligence.

"This has led Huxley to believe that there may be some connection between the discovery of how to prolong life of lower creatures and its possible application to man at some later date, when science has further progressed," Baker said.

Get Many Bibles

Shanghai. — Slightly fewer than 9,500,000 Bibles were distributed throughout China in 1924, the report of the American Bible society shows. The total is nearly 2,000,000 more than the preceding year.

A lilac-colored flame, when lighting a cigar, is caused by potassium salts in the tobacco plant.

DEVICE FOR MAKING AUTOIST SLOW DOWN

The Atlanta & St. Andrews Bar railroad at Cottondale, Fla., has recently put into use a new device to compel the speeding autoist to slow down at grade crossings. An island, a half circle, serve to create a sharp right turn which must be taken at a speed which would allow the driver to stop at the crossing if necessary. The guard at the outside of the road is constructed of a heavy resilient wire link fence and has been known to stop cars going at the rate of 45 miles per hour.

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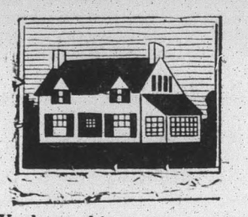

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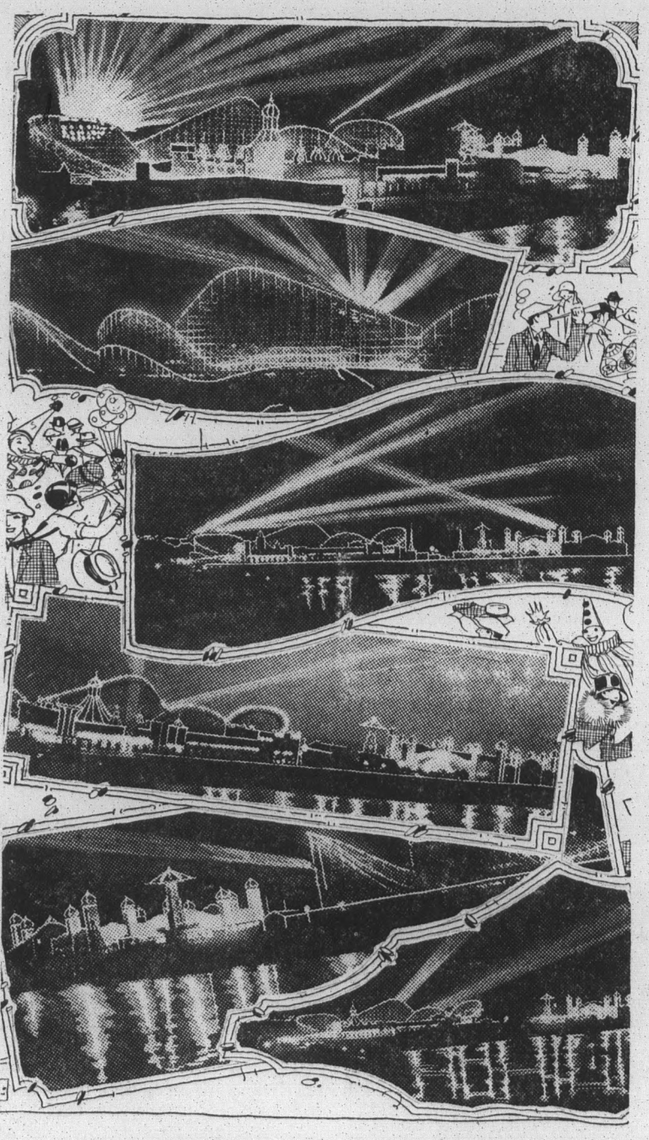

FUTURE LUNA PARK ILLUMINATION

The Power Behind The Savings Dollar

By WILLIAM E. KNOX

President American Bankers Association

A recent compilation made by the Savings Bank Division of the American Bankers Association showed that in the six years since the war our total savings deposits have risen from $11,600,000,000 to nearly $21,000,000,000, an increase of some $9,400,000,000. The total number of savings depositors is reported at about 38,900,000.

William E. Knox

The full significance of this is realized only when we visualize savings deposits as meaning much more than merely dollars in the banks. They really mean an increase in the accumulated productive capital of the country, since money deposited in the banks as savings is promptly applied by the bankers in the purchase of securities by which plant, railroad and other industrial development is made possible. These figures mean, therefore, that the small savings of many millions of people, instead of being frittered away in the purchase of goods that are immediately consumed, which involves a destruction of capital, are gathered together and applied in the better utilization of capital through the upbuilding of industrial equipment. This means the preservation and perpetuation of the country's physical wealth and its application to the production of further wealth more easily and in larger volume, resulting in a higher standard of living for all classes in the country.

These tremendous savings figures indicate sound habits of thought and practice on the part of millions of people in their personal economic affairs. This is an asset of no small value in appraising our present business outlook. It is, in fact, one of the most promising elements in the situation today. It means that we not only have the resources for prosperity, but also enough common sense to make good use of them.

FORCING LOWER TAXES

Gerard B. Winston, Undersecretary of the Treasury in the American Bankers Association Journal says, "The burden of taxes must be lightened. Per capita Federal taxes rose from $32 in 1918 to $54 in 1920; then commenced to drop, and have been successively $45, $32, $28, $29 in the last four fiscal years. It is estimated that for the next fiscal year the figure will be about $27. With the states and municipalities the opposite tendency is disclosed. In 1918 their per capita tax was something over $20. In the next four years it rose to $27, $30, $36, $38, and later figures will undoubtedly show further increases."

He says of excessive death taxes that "examples have been cited of how the states and Federal government, under existing laws, can take more than 100 per cent of an estate. If Federal and state governments take more than the particular source of taxation can stand, it will ultimately destroy all revenue from that source. After a man has provided for the reasonable requirements of living, the impetus to further production is largely the desire to leave one's family well provided for. So long as the individual feels that he can pay the tax and still leave an estate to his family, he will increase his efforts; but a man will not seek to build up a large fortune just to have it taken away from his family at his death."

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The Ocean Beach Branch Library just received an order of sixty-five new books. The fololwing will be very popular: Love, Arnim; Father Abraham, Bacheller; House Without a Key, Biggers; Carson of Red River, Bindloss; King Tommy, Birmingham; Stacey, Black; Queen Califa, Blasco Ibanez; Riddle of Three-Way Creek, Cullum; Unknown Quantity, Dell; Smoke of the 45, Drago; Second Bullet, Dulton; Rider of the Mojave, Fellom; A Wedding Gift, Foote; Mystery of Angelina Flood, Freeman; Mountains of Mystery, Friel; Thieves Honor, Gluck; Queen of the Dawn, Haggard, R; Bellamy Case, Hay; Shadow Captain, Knipe; Behind the Ranges, Monroe; The Brute, Newton; Lucky in Love, Onions; Running Special, Packard; Cup of Silence, Rees; Little French Girl, Sedgwick; Rector of Wyck, Senclair; Road to En-Dor, Vance; Woodsmoke, Young.

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Sweet Shop in M. B. Amusement Center

Edward J. Wright, the progressive proprietor of "Candyland," a well known San Diego enterprise, holds the concession rights to operate a sweet shop in the Mission Beach Amusement Center. Candyland makes its headquarters at the beach in the northwest corner room of the bathhouse on the esplanade, opposite the dance casino.

One side of the large storeroom will be used for candies, which will be made at the beach. Candyland will make a specialty of **Mission Beach Salt Water Taffy,** three large automatic machines being installed for this purpose. These machines are the first of their kind ever in San Diego and the same as used in Salt Water Taffy shops at Atlantic City. Fresh home made candies the same as carried in Candyland's Broadway stores will be carried at the Beach store.

It has the largest, finest and best equipped soda fountain in the city, being 100% iceless, and all ice creams, syrups and water are electrically cooled. It has 75 feet of counter space around the fountain and, attractive tables and booths where one hundred patrons can be served at one time.

Mr. Wright has engaged the services of George Winkler and Edwin Winke as managers of fountains, both of whom are very well known among fountain patrons of San Diegoo, having acted as managers in this line for many years. Arrangements have been made for serving hot and cold drinks and lunches of quality at popular prices, with a specialty of basket and box lunches for beach picnics and parties.

Candyland also operates two soda fountains on the spectators' terrace, surrounding the plunge in the bathhouse. In connection with these fountains, tables and chairs will be placed about the spacious terrace and service at the tables maintained. Here, also, light lunch specialties and drinks, hot or cold will be available.

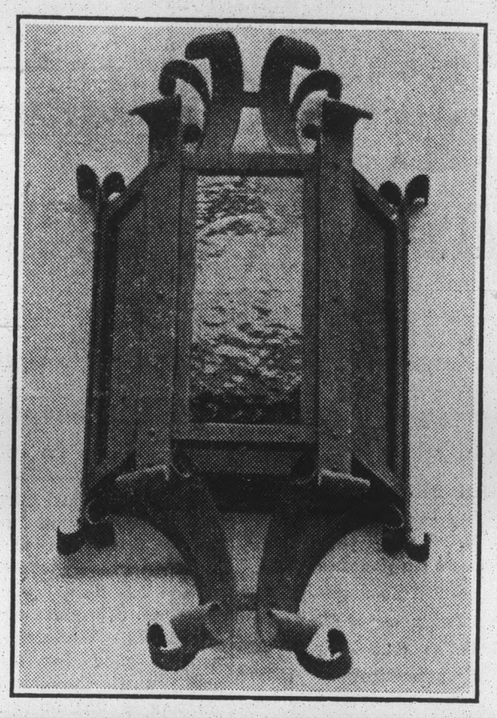
Moreover the concession extends outside the building onto the beach and amusement center. Uniformed boys will offer wares of the candy shop and fountain to bathers and loungers along the beach sands so that they will not need to leave their umbrellas or beach chairs to obtain refreshments.

Mr. Wright was granted one of the first concessions at the beach resort and expresses great confidence in the management of the Mission Beach company as well as in the possibilities of a successful all the year 'round resort.

Last year the San Diego Electric Railway company established a record by constructing the equivalent of twenty-five miles of single track.

LAMP FIXTURE ILLUSTRATED BELOW

The picture below shows the artistic detail of the beautiful lamp fixtures on the exterior walls of the Bathhouse.



"For Those Who Gave the Most"

These are the words which will move California next week when every man, woman and child of the state, outside the larger cities, will be asked to do his part for the war veterans who sacrificed their health and the children who gave their fathers that the nation might survive.

During the week, June 1 to 6, an intensive campaign to raise California's share of the national $5,000,000 endowment fund being established by the American Legion for disabled veterans and orphans of former service men will be made. The campaign will be held in the larger cities later this month.

"The shadow of the war is present in many homes throughout the land today," declared Governor Richardson, speaking of the need for the Legion endowment fund. "It may be reflected in the struggle for subsistence of a woman to care for children whose father's life the war claimed or it may be the desperate fight against disease which thousands of ex-service men are waging. There are 35,000 war orphans, many of whom are in dire circumstances who need our help, and many thousands more veterans. I think the Legion plan with the Legion organization and auxiliary offers wonderful opportunity to help these unfortunates of war."

GRAND ILLUMINATION OF AMUSEMENT CENTER AND BEACH FRONT

Illumination of the Amusement Center at Mission Beach represents what experts declare is the last word in the night lighting of projects of this kind.

In compliance with the instructions of Claus Spreckels, president and general manager of the Mission Beach company, that the amusement center project should reflect the most up-to-date methods in building construction, with permanency as the keynote, every detail has been worked out with that object in view. The importance of the night lighting of the amusement zone, both from an artistic and practical standpoint, has been kept constantly in mind, and the system of illumination finally perfected embraces the ideas of many authorities on the subject.

In all, there are 100 ornamental street lights, the majority being of 400 candlepower. These light standards, which are thirteen feet six inches high, are placed approximately 100 feet apart in the avenues of the amusement center, along the seawall and along the paved highways running north and south on the outside of the San Diego Electric Railway company's terminal.

All lights on the Prado, and at the important street intersections, are of 600 candlepower each. These light standards are fifteen feet six inches high, while those of the lesser candlepower are thirteen feet six inches. When the entire system is turned on there is a blaze of light representing more than 40,000 candlepower.

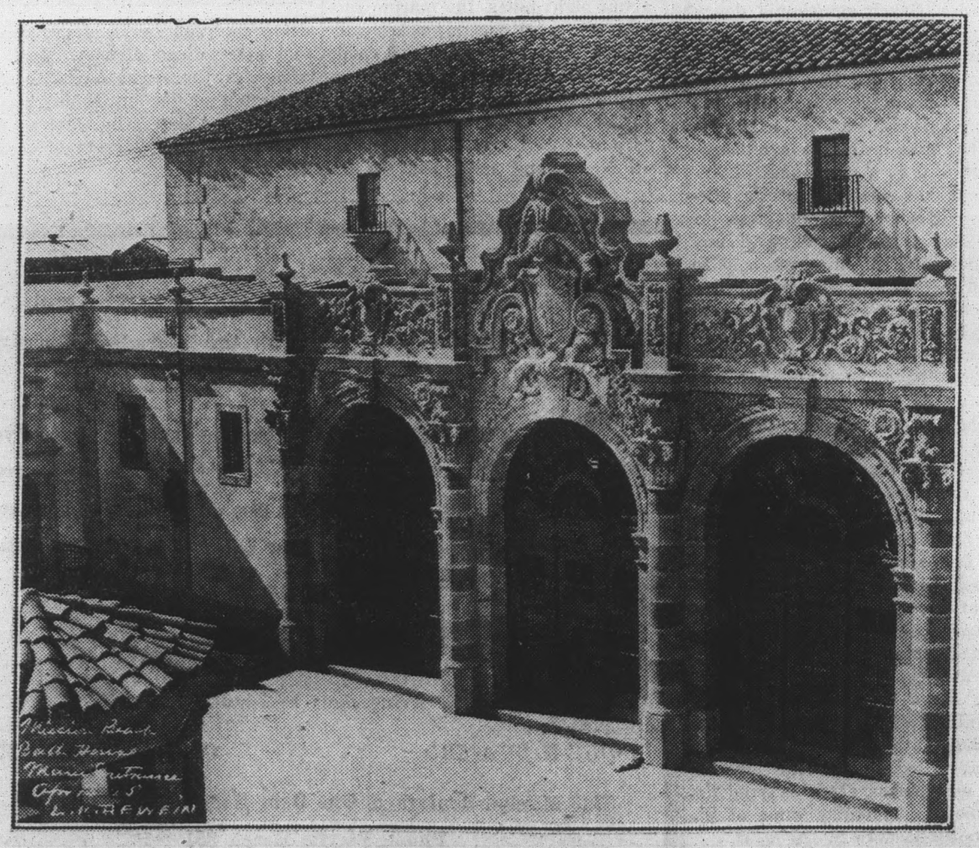
The cost of the illuminating system, including conduits and the power sub-station, was upward of $50,000.

Conduits two feet underground carry light and power lines, also telephone lines, throughout the amusement center, effecting the elimination of all poles in and near the center. All told, there are 16,000 lineal feet of fibre conduits, and 3000 lineal feet of galvanized conduits laid in concrete.

Along Mission boulevard there are twenty-four ornamental lights, a number of which will burn all night. Similarly, all-night light will burn at the intersections of the amusement center.

For night bathing on the beach fronting the bath house and dance pavilion, large 1000-candlepower searchlights and flood lights will illuminate the entire area.

The street and seawall lighting system, together with the blaze of light from the bath house, pavilion and Luna Park, will produce an effect the brillance of which will be visible far at sea and for many miles inland.



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Mission Beach

BROAD AND SAFE SEAWALL AND ESPLANADE ARE BEST IN AMERICA

The esplanade at Mission Beach, extending more than one-third of a mile along the Amusement Center and within a few yards of the water's edge, will be to San Diegans and thousands of year 'round visitors what the famous board walk at Atlantic City is to eastern pleasure seekers.

In no city on either coast, it is declared, will there be found a seawall and esplanade, in any way comparable with this feature of Mission Beach. The seawall and the esplanade which it embraces fronts the bathhouse and the casino for 700 feet southward and adjacent to sites which are reserved for future expansion of the Amusement Center.

Throughout its entire length the esplanade is twenty-four feet wide, with an additional ten feet at intervals where steps descend to the beach. Two thousand reinforced concrete piles were sunk into the sand as a foundation for the seawall and the esplanade. It is little more than a hop, skip and a jump from seawall to surf.

Little imagination will be required to visualize the scene of animation and gaiety that will be presented on the ocean side of the Amusement Center this summer when the esplanade is thronged with carefree, pleasure bent crowds and the hard, clean, sandy shore line and the surf is alive with bathers.

NEW SCENIC ROUTE AVAILABLE FOR MOTORISTS THROUGH BEACHES

Pacing of Mission boulevard opens up a new scenic route into San Diego from the north.

This boulevard, extending for three miles from the Mission Bay bridge at Ocean Beach to Pacific Beach, provides for northbound and southbound automobile traffic, the two drives parallelling the double tracked lines of the San Diego Electric Railway company.

The Mission Beach boulevard, because of its scenic aspects, will attract the bulk of automobile traffic in the future. Visiting motorists are certain to prefer this route, because of the opportunities for pleasure, and a dip in the surf, which it offers. Continuing on to Ocean Beach, the motorist may drive directly into San Diego over the crest of Point Loma, or detour through Ocean Beach to the famous Sunset Cliffs, thence to Chatsworth boulevard on the ridge of Point Loma and finally into the city, passing en route the attractive Loma Portal residential section. From the crest of Point Loma there is unfolded a magnificent panorama embracing the harbor, Coronado, North Island, the ocean and the Coronado islands, the mountains to the south and east, and the city itself.

PRACTICAL AND ARTISTIC PALACE OF SWIM

With the formal opening today of the palatial Mission Beach bathhouse the public is afforded a most pleasing view of a structure in which the artistic has been combined with the practical to produce a very enchanting effect. While the big building was designed for utilitarian purposes, much thought was given to creating a distinctive environment, and the result is that San Diego now possesses what competent authorities declare is the most attractive structure of its kind on this hemisphere.

WE CIRCULATE

ROLLER SKATING RINK FIRST COMPLETED UNIT IN AMUSEMENT CENTER

With his usual spirit of progressiveness and exceptional perspicacity, Edward A. Kickham, the popular proprietor and manager of the Mission Beach Roller Skating Rink, made early arrangements for the construction of a fine buildig, especially adapted for skating and located in a most desirable position on the Prado next to the new bath house. Construction work was rushed and the splendid rink was made ready for occupancy several weeks prior to the formal opening scheduled today. It was the first completed unit in the new amusement center and has already won wide popularity. The rink is remarkably commodious and well ventilated, while the skating floor is acknowledged by experts to be the smoothest and safest of its kind in the world.

ELECTRIC RAILWAY ONE OF GREATEST FACTORS IN BEACH PROGRESS

Community development will continue to be largely influenced by city and suburban electric railway transportation despite the growth of motor stage and motor truck service, according to Claus Spreckels, vice-president and general manager of the San Diego Electric Railway company.

Bearing out this contention is the rapid building up of a number of residential sections in and adjacent to the metropolitan district, and a notable instance of which is the marine belt extending from San Diego to its most northern community, La Jolla, and including Mission Beach, Ocean Beach and Point Loma.

Until the San Diego Electric Railway company extended its lines from Ocean Beach to La Jolla, a distance of about eight miles, the marine section for the most part lay practically dormant. Paved and improved roads connected these beach communities with San Diego, and motor stages furnished such transportation as was required. When, two years ago, the traction company announced its decision to build to La Jolla, tapping an intervening district ideal for homesites, there was started a transformation of the entire marine section which today is building up more rapidly than many parts of the city itself.

GREAT GROWTH PREDICTED FOR BEACHES IN NEAR FUTURE

Whatever ideas may be advanced for the further growth and prosperity of San Diego, all citizens are agreed on one thing: San Diego has attained a momentum which nothing seemingly can stay.

The San Diego of tomorrow will be as much different from the San Diego of today, as the present community is different from the San Diego of yesterday.

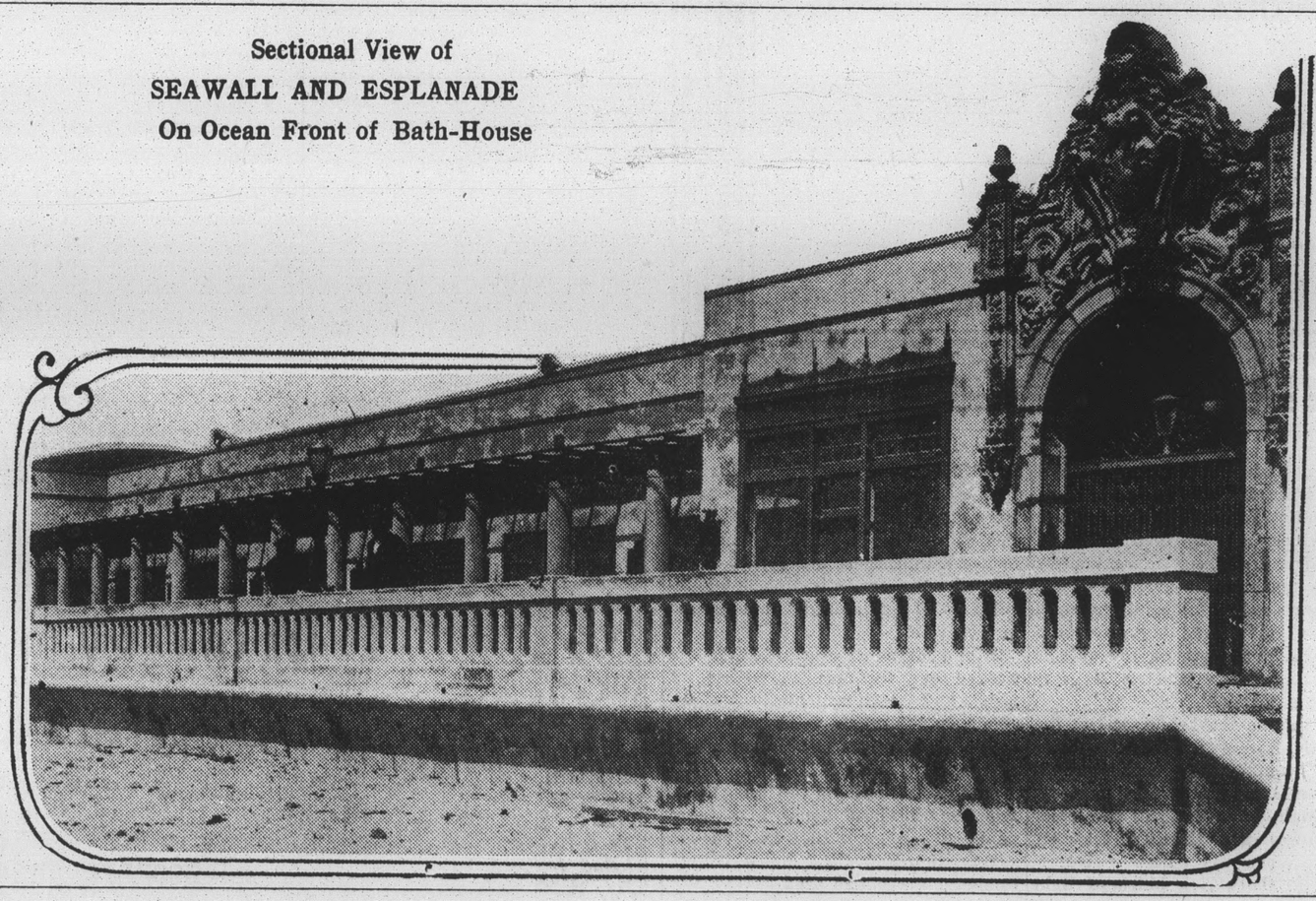
An estimated population of 250,000 in 1930 is by no means a wild flight of the imagination. One has only to recall the notable progress recorded in the last five years, and to analyze the portentious factors now definitely at work, to find a sound basis for the cheerful prediction of doubled population in the next five years.

There are five outstanding factors which come to mind in reviewing the growth of San Diego in the period between 1920 and 1925 and before. These are the Panama-California Exposition, the results of which will be felt for many years; the opening of the San Diego & Arizona railway, which gave the city a second transcontinental railroad connection; the tremendous development of naval and aviation activities; the bigger business program of the San Diego Chamber of Commerce, and the national advertising and publicity activities of the San Diego-California Club.

One reaction from this group of influences most recently recorded has been the development of the territory embraced within the metropolitan area, and an impressive example of which is the Mission Beach project, an integral part of the development of San Diego's marine section extending from Point Loma to La Jolla. Competent authorities have declared this eight-mile stretch, sparsely populated a few years ago, will be built up almost solidly within five years. The principal contributing influence in the upbuilding of this section, and of other residential parts of the city, has been the expansion program of the San Diego Electric Railway company.

Don't Miss "LOMA LORE" series.

Sectional View of
SEAWALL AND ESPLANADE
On Ocean Front of Bath-House



OFFICIAL PROPHECY VIVIDLY VERIFIED TODAY AT NEW RESORT

San Diego henceforth may rightfully boast of being the summer and winter capital of the west because of the superior facilities now available here for recreation the year around, Claus Spreckels, president and general manager of the Mission Beach company, declared following a tour of inspection of the extensive Amusement Center now under construction at Mission Beach.

In company with Neil Brown, assistant general manager of the company; H. A. Kuehmsted, chief engineer; Lincoln Rogers, architect and C. G. Wiecking, in charge of construction of the bathhouse and casino, and others. Mr. Spreckels spent several hours going over the ground. At the conclusion of the inspection he expressed himself as greatly pleased with the progress daily recorded at the Amusement Center.

"There will be no fnier pleasure resort on the Pacific Coast when the Mission Beach project is completed," he said, "and in some respects there will be nothing better nor more attractive in the country. We are building a project which will be one of San Diego's biggest assets, and which will attract pleasure seekers from all points. The progress now being achieved is assurance that the bathhouse and casino will be completed and ready for use with the formal opening of the new Amusement Center on Decoration Day."

Classified Ads Get Quick Results.

CLIFF WEBSTER'S SYMPHONIC DANCE ORCHESTRA IN PALATIAL CASINO

With the opening of the new Mission Beach pleasure resort May 30, the Mission Beach symphonic dance orchestra of fourteen pieces makes its debut under the leadership of Cliff A. Webster, a San Diego musician and composer who ranks high in the profession in the United States.

As the Mission Beach symphonic orchestra will be a permanent organization, it has been Webster's purpose to effect an organization of artists that will compare with any dance orchestra in the west, and to this end he has secured the services of a number of musicians who are at the top of theis profession.

Rehearsals of the new musical organization have been in progress since May 20, for the formal opening today of the palatial Casino at Mission Beach. Experts who have appraised this building declare it is one of the most beautiful structures of its kind yet designed. The oval dance floor is 200 feet long and ninety feet across at its widest part. The Casino fronts on the ocean, just north of the big bath house.

Webster began his musical career in Philadelphia, where he did theatrical and concert work. He came to San Diego in 1915, since which time, until a month ago, he was leader of the Pantages theatre orchestra. He was selected for the Mission Beach assignment from a large list of applicants, including some of the best known leaders in the west.

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In keeping with the spirit of this magnificent resort we invite all who are interested in new and better homes to pay us a visit and inspect our complete line of builders' hardware, kitchenware and paints, of superior beauty and quality. Estimates cheerfully given.

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INAUGURAL PROGRAM—Continued

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Natatorial Exercises in Bath House.

Music by Cliff Webster's Orchestra.

Refreshments and Dancing in Casino.

Skating in Illuminated Roller Rink.

General Lighting of Beach and Amusement Center.

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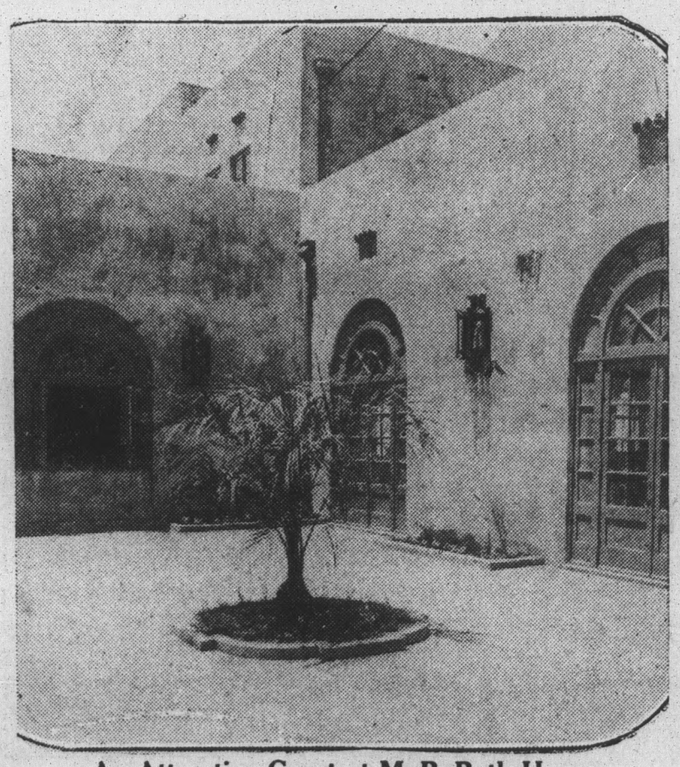

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"An Amazing Revelation."—J. F. Loba, in "The San Diego Union."

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Why do people make such hard work of swimming? Because they do not use or know the scientific up-to-date, modern methods that will bring success in the shortest time.

Keeping the body a float and propelling with the hands and feet is really very simple. That is the swimming foundation. Then learning the correct breathing, diving, the back stroke, the crawl etc., comes easy with a few instructions under an instructor. Too much cannot be said concerning the right instructor. In observing from the side-lines in any plunge one can pick the swimmers that have learned scientifically and those that have taught themselves or listened to numerous different instructions from different well-meaning friends. The scientific swimmers seem to glide through the water gracefully. Making speed with little effort and breathing correctly. Now observe the self-taught swimmer. Here he comes, splashing, all out of breath and red in the face, at the end of a few yards. Nothing good-looking about that.

Learn swimming correctly and you will have acquired a recreation that will add to your health and pleasure and might save your life.

Helen May Franks.

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NEW ORCHESTRA AT SUNSET SUPPER CLUB

The Versatile Quartet and Orchestra is the title of the new musical organization engaged to provide entertainment at the Sunset Supper Club for the summer season. The members of the orchestra are Dave Whiteside, tenor and instrumentalist; Fred Elvin, pianist; Bert Webster, baritone, banjo and saxophone; Al Mendele, basso, drums and traps.

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The Ocean Breezes balmy and the music enchanting."

ONE-WAY STREETS FOR MISSION BEACH

Believing that traffic through Mission Beach will be greatly benefited by "one way" streets, the city council this week accepted Manager Rhodes' recommendations to install such regulations on the more important driveways.

Under the new plan, no northbound traffic will be permitted on Ocean Drive and no southbound traffic on Bay Lane. On the east side of Mission boulevard only northbound traffic will be permitted and on the west side only south-bound traffic.

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"Patronize Home Industry"

DANCING ON THE SANDS AT MISSION BEACH

CONGRATULATIONS

We wish to congratulate the Mission Beach Company upon its completion of the fine amusement and recreation center which is a great credit to our City and County. We further congratulate it upon it's good judgement in the use of electric service to the fullest extent in the operation of this fine establishment.

LIGHT MEANS LIFE

Light Draws the Crowd—and Holds It

Light has a real, compelling power—the power to attract and hold the interest of the crowd. The builders of the Mission Beach Recreation Center realized this fact and have taken full advantage of the use of this wonderful servant. Due to this progressive management, Mission Beach is destined to be one of the most popular resorts.

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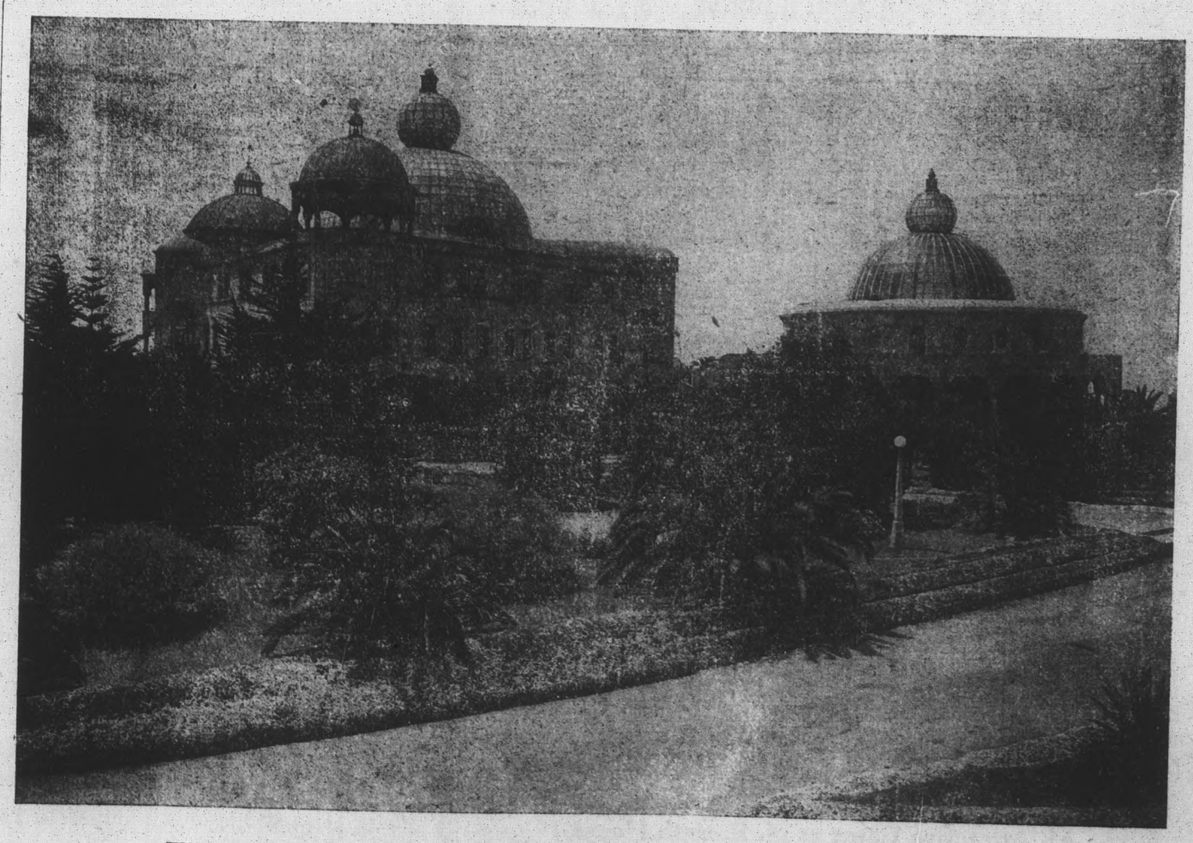

THE TEMPLE OF PEACE (AT THE RIGHT) AND THE RAJA-YOGA ACADEMY (AT THE LEFT) INTERNATIONAL THEOSOPHICAL HEADQUARTERS, POINT, LOMA, CALIFORNIA

The brilliant pink mesembryanthemum bordering the walks and drive-ways is here shown in full bloom—uninterrupted lines of gorgeous splendor

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WHEN SIGNALS ARE SET AGAINST YOU

Danger Signs Given by Bankers—People With Money to Invest Warned Against Ways to Lose It—The Lure of "Easy Money."

If you were an engineer on a railroad you would not intentionally pass safety signals set against you. To the experienced investor there are similar signals for safeguarding his investments. Some of these signs of danger, issued by the Public Service Committee of the State Bank Division, American Bankers Association, in conjunction with the Better Business Bureau, are briefly indicated here.

BIG RETURNS—It is easy to promise an abnormally high rate of dividends, or large market profits, to prospective investors. Heavy risks usually accompany such lures. They are too often the chief talking points of financial charlatans.

PROMINENT NAMES — Promoters know that the names and endorsements of successful men carry weight. They are often used without authorization. The prudent investor will look beyond names and will investigate.

THE "GROUND FLOOR"—An opportunity to "get in on the ground floor" often turns out to be the same sort of opportunity which the proverbial spider extended to the fly.

INSIDE INFORMATION—"Inside tips" are usually expensive pieces of misinformation. When used as "confidential information" to influence the small investor they are generally of spurious character.

THE FICTITIOUS ADVANCE—Professional promoters often arbitrarily advance the prices of the shares they sell as their campaigns gain headway to create buying excitement and induce new buyers to get in before the next rise. Such price advances are artificial, usually employed merely to "speed up" the unloading of shares.

THE TELEPHONE CANVASS — Irresponsible vendors find it easy to work over the telephone to victimize incautious investors. The cautious investor will not enter into securities transactions by telephone unless he personally knows with whom he is dealing.

THE UNSELFISH PROMOTER — The promoter who "gives his services" in organizing a company or as an officer of it and advertises that he does so, will bear watching.

THE IRRESPONSIBLE GUARANTEE—Irresponsible sellers of securities often "guarantee" certain profits, or even that they will buy back shares when the purchaser wants his money. Promises of this nature are made to create confidence and to lull suspicion. They should indicate to the prospective purchaser a special need to investigate.

"REORGANIZATION" AND MERGER — Unsuccessful companies forced into "reorganization" often call upon stockholders for new funds. Response to such appeals often means merely throwing good money after bad. A conspicuously fraudulent device has been the "merger," by which a new company trading upon fresh prospects and promises, takes over the assets of an unsuccessful venture and issues new stock for old, provided the shareholder pays 25 per cent or so in cash.

THE PARTIAL-PAYMENT PLAN—This helpful method of selling securities has been much abused. People who prefer to buy securities out of their weekly or monthly earnings, are sometimes victimized by vendors of stocks which have little or no value. All honest securities dealers unite in warning the investor to buy on the partial-payment plan only after making sure of the financial responsibility and standing of the firm with which he does business.

THE APPEAL TO PREJUDICE—A chief stock in trade of the unreliable promoter is misinformation which plays upon the prejudices and emotions of prospects. This style of promoter points out supposed "evils" and "special privileges" existing in the world of "high finance." He may urge that his venture is a poor man's proposition, free from the "large underwriting profits which the big fellows get." Usually such sellers endeavor to throw suspicion on others to divert it from themselves.

FALSE SENSE OF SECURITY—"Real estate—the safest security on earth," is the type of slogan under which at times unscrupulous operators endeavor to unload property on persons who want to make an investment, but not a poor speculation. Experienced opinion, supported by impartially-gathered facts, forms the only basis upon which to buy real estate, especially when you cannot see it before you buy.

MINING FALLACIES — Many mining ventures are honest but fail because the prometers are unable to finance the proposition through to a successful conclusion. Many other mining promotions are not good prospects although they may be represented as such. If a small investor wishes to buy mining stocks he can do so by purchasing securities of established mining companies with records of substantial earnings and of dividends regularly paid to stockholders.

OIL RISKS—To almost every one come opportunities to speculate in oil schemes. Very often such offerings are misrepresented. Usually they are sheer speculations, all the risks being taken with the stockholders' money, while the promoters pay themselves handsomely through stock sales, commissions, salaries or "organization expenses." The investor who desires to buy mining or oil securities should get facts and experienced opinion as to issues of established, successful oil companies. Even the legitimate mining or oil business is speculative and depends for profits upon a sound combination of properties, organization, finances and management.

INVENTION DELUSIONS—The general public too often believes that large profits are to be gained through patented processes or devices. Inventions are a fascinating means for separating inexperienced investors from their savings. Even when practical from a marketing and manufacturing standpoint, patents are usually only moderately valuable. The small investor cannot afford to take an "Invention Chance" with his funds.

HOW EXCESSIVE TAXES BLIGHT A NATION'S LIFE

Productive Effort Stops if Government Takes Undue Share of Profits, Says Treasury Official.

WEALTH IN RUSSIA FLED BEFORE THE TAXGATHERER

Men in America Prefer Golf to Giving Fruits of Three Days Work a Week to Income Taxes

The blighting effects of excessive taxation, leading to a nation's economic destruction, are described in the current issue of the American Bankers Association Journal by Garrard B. Winston, Under-secretary of the Treasury. Citing possible effects on the Ford Motor Car Company, he declares that "the value is so large and its ownership so centered it is conceivable that collection of inheritance taxes may check, if not destroy, that unit of policy which has created and expanded that industry and thus prevent its future prosperity. Of what avail, then, is it to any government if it collects one hundred million dollars once in estate taxes and destroys a source of income upon which it can rely for revenue year after year?

"Success of the Ford Company does not mean simply that Mr. Ford and his son have grown wealthy. It means employment of tens of thousands of men and women; that mines, forests, railroads and vessels are brought into use; that the public has received an efficient and inexpensive means of transportation; that the farm is in touch with the city, and the worker with his office." Mr. Winston says in part:

Wealth Flees Oppression

"Upon first impression it might appear that a nation could take all of the earnings of its citizens or all of their property. The Soviet government proposed to appropriate all instrumentalities of trade and commerce. Yet, when the state reached out to grasp this wealth, it disappeared and left nothing but a few tangible objects, such as gold and jewels, which were easily transported to other countries. Wealth in Russia ceased to exist.

"If income tax rates are placed so high that capital in productive business no longer gives a net return commensurate with the risk, capital will go out of productive business, lie idle, go abroad, go into tax-exempt securities, or find other ways of avoiding the tax. If income tax rates are so excessive that a man of ability finds he must work more than three days a week for the government, he will become discouraged and decide that the result is not worth the effort. Less income will be produced and less will be realized from the tax.

"Recently a letter came to the Treasury from a small farmer. He owned a few acres which in 1913 were assessed at $900 and on which a tax of $13 was levied. In 1924 the assessed value increased to $3,200 and the tax to $123, but the farm failed to produce any more. Taxes exceeded the rental value of the land and more than the net earnings of the property were taken by the state. The farm was abandoned and now produces no tax.

"Often there come to notice cases where a particular improvement is not made, or a particular business is not started, because after deducting taxes the risk exceeds the value of the expected return. Men have dropped business, spent their winters in Florida and their summers abroad, because what they are permitted to retain under present tax rates is not worth the labor they must give to acquire it. They prefer golf to the further development of the country.

Unscientific Taxes Destroy a Nation

"Unscientific methods of taxation may actually destroy the very earnings or property which it should be the principal interest of a government to foster. When it reaches the limits of what is known as its taxable capacity, a nation has begun to die. If taxes are raised too high, a country will slowly but surely destroy itself. It will use for daily consumption the seed corn on which its future life depends, and the spirit of initiative and adventure in its people will finally disappear. One or more of three things happen: The quantity of consumption is cut down, which means a lowering of the standard of living; or capital accumulations for extensions, improvements and new undertakings must diminish, resulting in a slowing up of progress and lessening eventually of taxable revenue; or, thirdly, a slackening of effort on the part of the citizen will take place when too large a part of his earnings are taken in taxes.

"The effort in taxation should be to find the tax which will continue to raise money over a period of years. Invariably, with an excessive tax, its yield has fallen off year by year, while each rate reduction is reflected in an increase of taxable income. If the Treasury is to be assured a continuance of revenue, our citizens must prosper. If they are to prosper, the appropriation by the state of their earnings and property must be based upon economically sound principles."

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The HOME Subdivision

¶Halfway between Mission Beach and La Jolla. On the main boulevard and electric line No. 16.

¶A fine new community of homes, exclusive and restricted, extending from the ocean front to the foothills.

¶Perfect climate, superb view, street trees planted, excellent soil. In fact, a beautiful natural setting for your home and withal easily and quickly accessible from the city.

Remember that Bird Rock By-the-Sea has actual investment value. There have been many resales at increased prices since the present sale was started last year. New dwellings are being constructed and Bird Rock is fast becoming a finished community.

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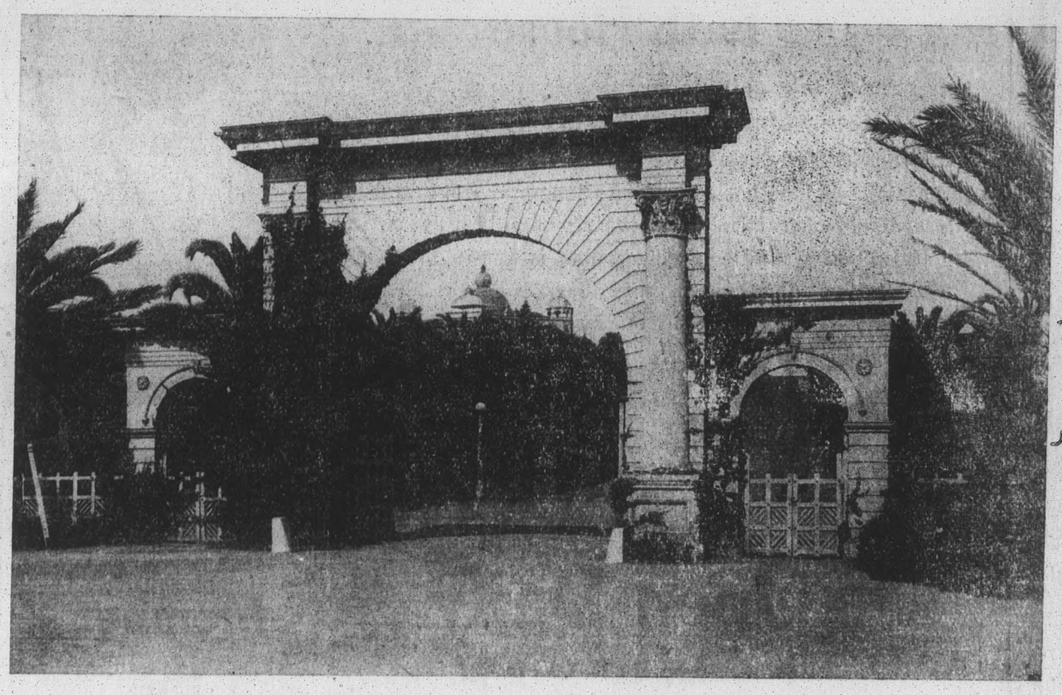

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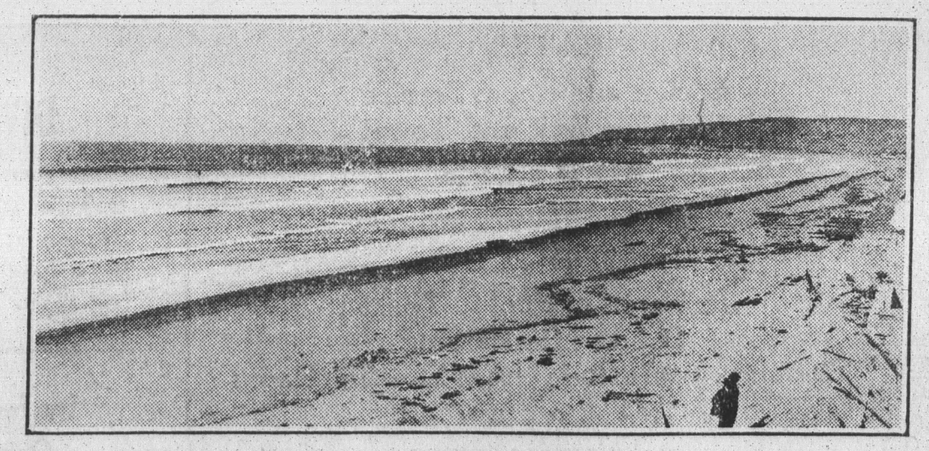
The grounds are open to visitors daily (except Sundays and Holidays) from 10 a. m. to 12 m., and from 1 to 4:30 p. m.



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COME, DROWN DULL CARE IN A MAZE OF PLEASURE AT THE

GALA OPENING OF THE NEW MISSION BEACH

SOUTHERN CALIFORNIA'S WONDERFUL $2,500,000 RESIDENTIAL AND PLEASURE BEACH

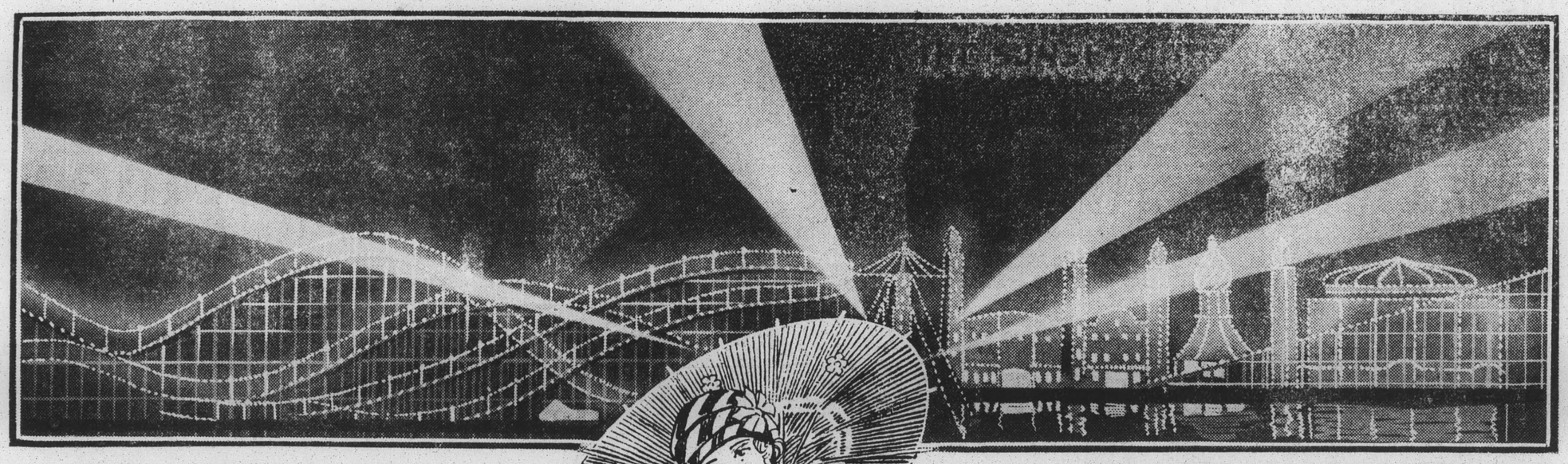
When the switches were snapped that supplied electric current to the myriads of lights at the new Mission Beach Amusement Center Friday evening, thousands of San Diego "first nighters" and countless visitors witnessed the opening of a playground that is destined to become world famous—and what a night it proved to be; the realization of a Dream Come True—the greatest event San Diego has witnessed since the opening of the Exposition in 1915. Come, mingle with the thousands of care-free joy seekers at the Southwest's splendid new $2,500,000 beach playground de luxe "'twixt bay and spray."

Two and one-half miles of safe, sandy beach warmed by the golden sun issues a challenge for you to enjoy its wonderful surf bathing—at close-in Mission Beach. Or if you prefer a dip in the placid waters of Bonita Bay.

Then swim in the great bath house, a few dives from the special diving platform, a refreshing shower.

The magnetic lure of melody, jazz and a wonderful floor will throng the magnificent dance casino nightly.

YOU'LL ENJOY THE NEW ESPLANADE AND ITS INVITATION TO STROLL



Half Million Dollar Bath House

Search as you will, America, Europe and the Orient—nowhere will you find a bath house to compare with the natatorium at San Diego's own Mission Beach, either in size or beauty. A bath house that is a triumph of architecture and modern construction. Embodying every feature of sanitation, safety and convenience that is known to exist. A natatorium, where the pleasure of swimming can be enjoyed to its fullest extent in filtered sea water that is constantly changing.

Magnificent New Dance Casino

Twenty thousand, one hundred sixty feet of especially finished hardwood floor devoted to dancing. Artistic decorations, a gorgeous "Peacock Alley" . . . Mezzanine Balcony with cafe and private dance floor . . . comfortable seats for spectators . . . and a fourteen piece Symphonic Dance Orchestra assembled by Cliff Webster from the foremost masters of dance music on the Pacific Coast. Dancing at the Mission Beach Casino will soon be the talk of the town.

Modern Cafe and Private Dance Floors and Mezzanine Balconey—Lunches and Dinners

Bath House
Open Daily

9 A. M. TO 10 P. M.
Sundays 9 A. M. to 6 P. M.

◆ ◆ ◆

No Admission Charge

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RATES
Locker and Room Service
Including Suit and Towel
ADULTS 50c
SMALL CHILDREN 25c

◆ ◆ ◆

Privilege of Pool to Those
Dressed for Bathing
This Does Not Include Use of Dressing Room

◆ ◆ ◆

ADULTS 25c
SMALL CHILDREN 15c

Fun for Every Member of the Family
--- Every Day

DIVERSIONS GALORE!

The game concessions along the Esplanade, the roller rink, the fun devices that will soon be ready at Luma Park—fishing, boating and beach sports. Never ending pleasure at Mission Beach.

Surfaced Parking Space for
Over 1500 Automobiles

Dancing Daily

Monday Evening Reserved for Use of
Private Parties
8 P. M. Till 12 P. M.

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Saturdays, Sundays and Holidays
2 to 5 - - - 8 to 12 P. M.

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Admission to Dance Casino

INCLUDING TWO DANCE TICKETS **10c**

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Loges $1.50 Couple including privilege of dancing all evening—a loge means privacy and comfort